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The Journal of the American Newspaper Publishers Association

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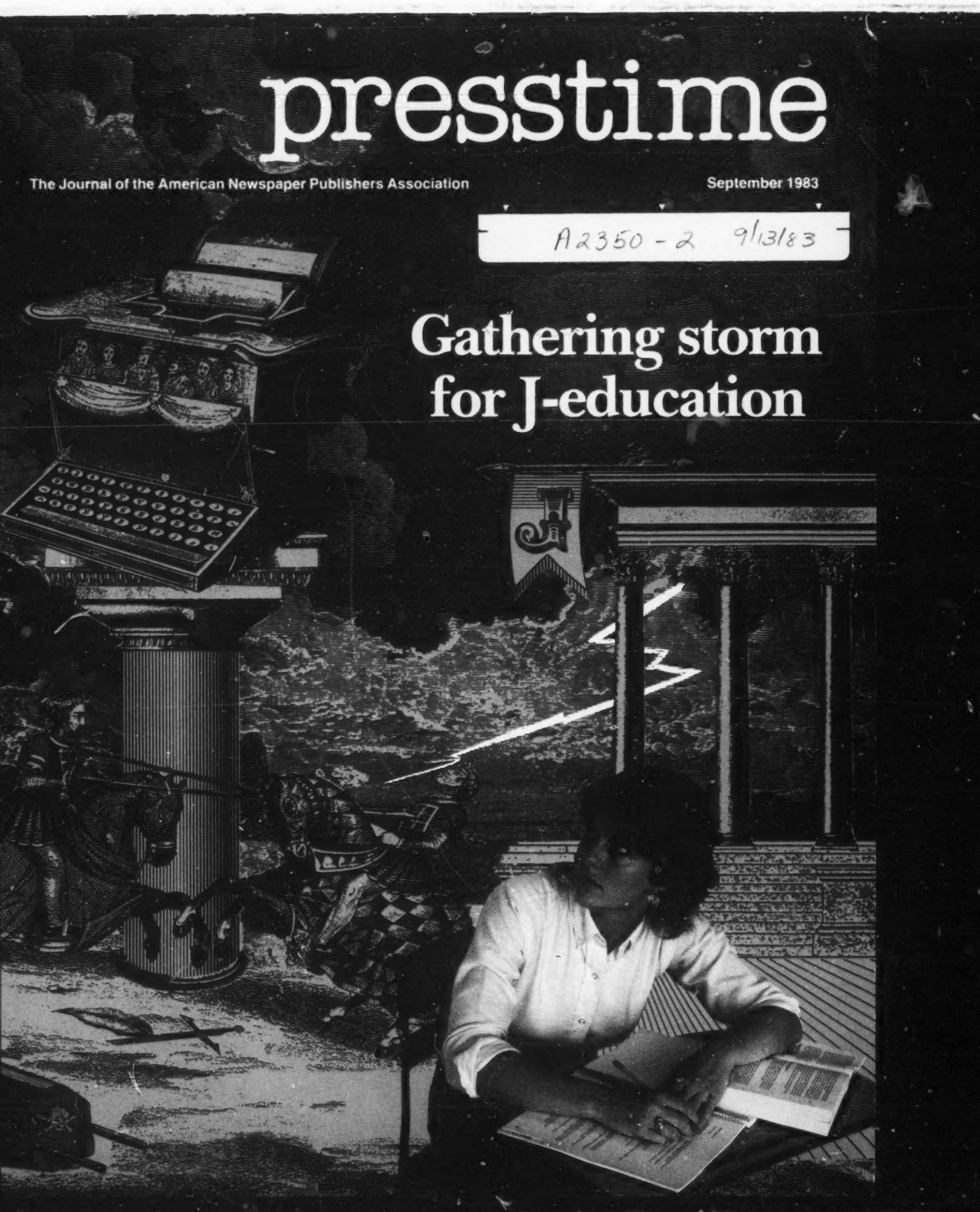
Gathering storm for J-education



chairman's corner

The fight for press access is a never-ending proposition

Well, it's comforting that Congress—and many state legislatures, too—are in recess during these closing days of the summer. Comforting particularly, because before their vacation the legislators did not get around to taking damaging actions with regard to the Freedom of Information Act. Nor have some other proposals to restrict public and press access to the peoples' business made much recent headway.

But the battle for us is an unending one.

Our press lawyers spent a good deal of time last month trying to convince their peers in the American Bar Association that a total FOIA exemption for America's intelligence services isn't necessary or desirable for anybody. Our side was only partly successful. One ABA committee understood our position, another did not; and the ABA convention decided "significant relief" from the law was needed. The congressional deliberations about this will begin again this fall, and ANPA will remain alert and active.

It seems doubtful that Congress will act this session to gut the FOIA; even in Congress wisdom often outflanks rhetoric.

Also this summer, I had the opportunity to speak to the National Press Photographers Association. I discussed with them our commitment to the preservation of access to government and court proceedings, including access to report those proceedings to the public via photographs.

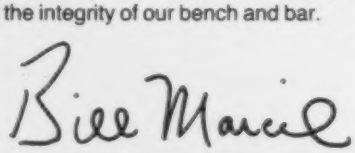
As far as courtrooms go, 37 states now allow—at least on an experimental basis—still camera and broadcast coverage of state-court proceedings. Many individual newspapers have joined in efforts to push open those doors wider and wider.

ANPA several years ago recognized the need to pursue this issue as a joint media/public effort. Our Board of Directors specifically reaffirmed the Association's commitment to allowing cameras of all kinds into all courtrooms, provided, of course, reasonable safeguards are in place.

We have been vigorous in pursuit of that right of access. We joined other media organizations and, in fact, the defendant himself, in asking for cameras in a Miami federal courtroom. Although we were unsuccessful, we made a good showing and carried the message to the U.S. Court of Appeals. That court urged, in part, an administrative remedy to the problem.

We joined 27 other media or media-related groups in a concerted effort to convince the federal body that reviews rules of our federal courts to remove the prohibition on camera access. The case is a strong one, and, with time, I am convinced the federal padlock will be removed. The public then will have regular opportunities to read not only the words of reporters, but to see photos and tapes of court proceedings firsthand.

This access is the right thing: right for us, right for our readers, and right for our system of justice that depends so heavily on public confidence in the integrity of our bench and bar.



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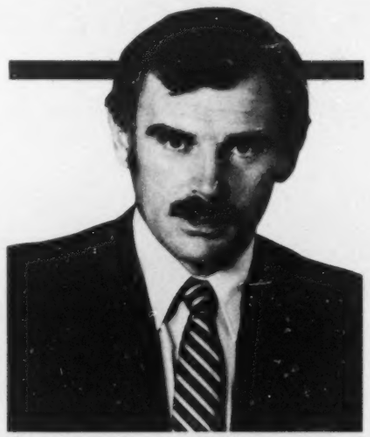
Journalism education

Storm swirls on campus; changes coming

By Everette E. Dennis



Dennis is dean of the School of Journalism at the University of Oregon and president of the Association for Education in Journalism and Mass Communication. His school is conducting a Gannett Foundation-supported study that will lead to a recommended model journalism curriculum.

At first glance, America's schools of journalism and mass communication seem vibrant and healthy. With their steady stream of students, they are "profit centers" for higher education, while many other academic fields face sharp enrollment declines. Because of student demand, new journalism programs are being established (and accredited) even as the supply of high school graduates erodes markedly from the growth days of the 1960s and 1970s. Another sign of health is journalism education's apparent ability to attract some private money in spite of a sluggish economy and intense competition for foundation and industry support. And, the most satisfying indicator of all—journalism graduates are getting jobs in an age of unemployment.

This assessment could be cause for celebration, but it is only journalism education's public face.

On closer inspection, these apparently healthy patients are beset by ills ranging from a chronic inability to compete successfully for a fair share of funds on their own campuses to a longstanding battle with media professionals. Other visible signs of stress are evident in the flap over journalism school accreditation and the inability to attract enough strong leaders. And without such leadership keeping up with massive changes in knowledge and technology seems out of the question. While the need for organizational and *curricular* reform is apparent to many, journalism education appears to resist change. "What change there has been is mostly cosmetic," says a report to the Northwest Area Foundation. "Painstakingly slow, incremental change best describes journalism education in spite of the present revolution in communication technology and a burst of new knowledge," the same report continues.

Problems on campus. On most campuses, by any economic measure, journalism schools are second- or third-class citizens. They have massive enrollments and tiny faculties, which means that journalism educators have comparatively high teaching and advising loads.

R. Neale Copple, dean of journalism at the University of Nebraska, says "At no university I know of have the resources devoted to journalism kept up with enrollments. We have not been good competitors." Copple, who recently served as acting vice chancellor at his university, reports that "old line departments hang onto what they have in spite of heavy enrollment losses, and the journalism schools take what they can get."

Why are the journalism schools faring so poorly on their respective campuses? Sociologists might suggest, "The structure is the message." Only 28 percent of the nation's journalism schools are independent units reporting to the provost or president of the university. The rest are located in liberal arts colleges, colleges of professional studies or elsewhere, such as business schools.

"There is no question about it," says Gordon A. Sabine, a former dean at Iowa, Michigan State and Oregon. "The independent professional school has the best chance of getting resources, especially in hard times." Others disagree, and there are notable examples of strong journalism schools within university liberal arts colleges. But even in those circumstances, they fight as one of dozens of departments all crying for resources. Even schools of the stature of Minnesota and Wisconsin that favor membership in the liberal arts colleges have had fierce battles for funds and faculty positions.

Another problem is that journalism educators rarely advance in the hierarchy of the university. A person can count on one hand all the journalism educators who in this century ever became college or university presidents. Similarly, few academic vice presidents, provosts, or deans of arts colleges or graduate schools come from the ranks of journalism education.

Why should anyone care about something as arcane as the organizational arrangements of journalism and mass communication schools within their universities or colleges? One reason is that the free-standing journalism school historically has controlled its own enrollment and has maintained the freedom to decide who gets in and who doesn't. Journalism schools lodged in liberal arts colleges have only recently been able to do this, and some still are struggling to get permission. Educators who favor membership in the liberal arts college argue that there are real advantages in being accepted as a part of the university community and that it is easier to have joint programs, cross-listed courses and joint-appointments for faculty. And it is worth noting that the schools of journalism with the strongest records of research and book production are most often found in the liberal arts colleges.

Johnstone Quinan

Journalism educators also face an academic dilemma. Fighting for a larger "fair share" at universities facing general cutbacks requires delicate negotiations. Most journalism educators want strong and healthy departments of economics, history and the like, and few argue that "student consumerism" should be the sole determinant of who gets what, when and how. "We don't want to close the classics department," says Nebraska's Copple, "but universities must respond to change by shifting some resources to those of us who are attracting and keeping students."

What all this means is there aren't enough sections of journalism and communication courses, and students often can't get instruction when they want it and in the right order.

At some universities, students wait two or three quarters between beginning and advanced reporting courses even though they fight hard to get in. Thus they miss the continuity of moving naturally from simple to more advanced work in the proper sequence.

This, most educators would agree, is bad educational policy.

In the midst of problems on their own campuses and with their professional constitutents, journalism educators are coping with change only incrementally.

Reform of the journalism curriculum to accommodate the massive changes in communication and society has been rare, but there have been some new courses in information policy, media management and journalistic ethics. Several schools have established special writing and literacy courses to bring their students "up to speed" before putting them in basic reporting courses. The University of Minnesota pioneered a new information-gathering course that gives students strategies for collecting information ranging from the use of libraries and data bases to interviewing sources. The University of Oregon has a popular course in the Journalistic Interview. The University of Missouri has a course in the Economics of Mass Communication.

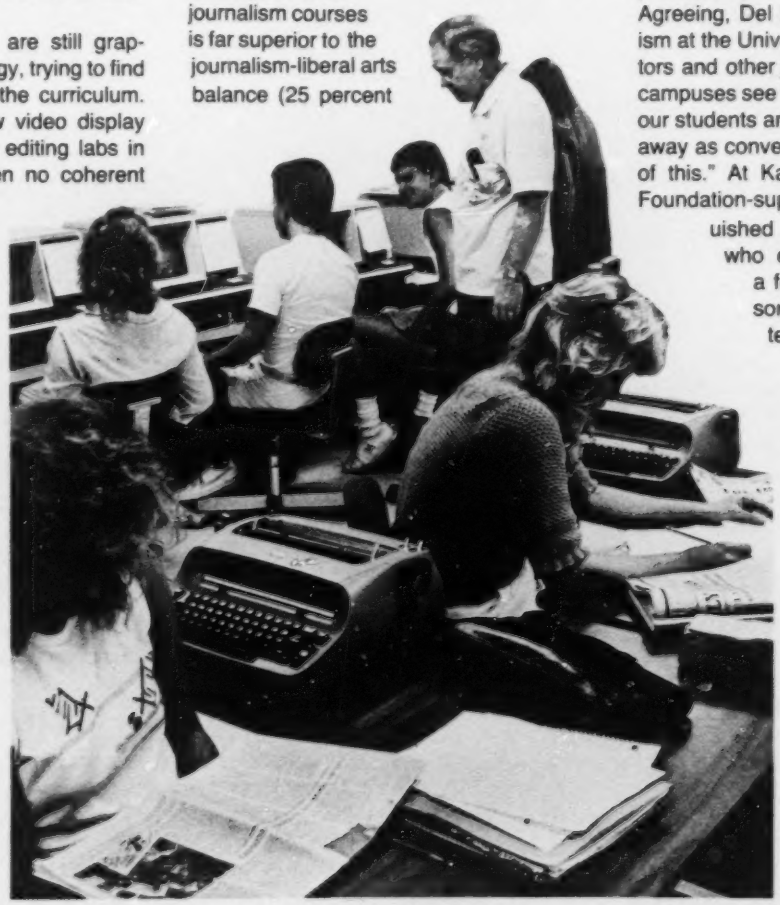
The journalism schools are still grappling with the new technology, trying to find a way to integrate it into the curriculum. Except for installing a few video display terminals in reporting and editing labs in the 1970s, there has been no coherent policy for dealing with new technologies. Most journalism educators polled in a recent national study said they thought new technologies did not require much change in curriculum. The educators agreed that students need to understand the impact of technology on the communication industry, but they said most "hands-on" training will be done on the job after students graduate. "The best thing we can do is teach them to write tight," says Kenneth Edwards of the University of Portland in Oregon.

Of course, already strained journalism school budgets can't afford expensive new equipment used for computer graphics or pagination, not to mention subscribing to data bases.

Problems with professionals. While the journalism schools fight—and often lose—daily battles on their own campuses, they also attract less than resounding support from the communications industry and various professional organizations. Richard G. Gray, dean of journalism at Indiana University, puts it bluntly: "If I were an editor, I would strive to be a family mediator rather than a family troublemaker."

Gray and others point to harpies among professionals who continuously criticize journalism schools while offering relatively little financial or moral support.

Although nearly 85 percent of all new hires on American newspapers come from the journalism schools, many leading editors openly scorn journalism education. The criticism comes in three inconsistent strains. One says that pure liberal arts education without journalism courses is far superior to the journalism-liberal arts balance (25 percent journalism; 75 percent arts and sciences) advocated by the journalism schools. Another says journalism schools teach too much theory and not enough practice. Still another says journalism schools are too vocational.



University of Texas journalism students use modern and not-so-modern equipment in their lab.

At the same time, one national study of news media leaders indicates that they generally are pleased with journalism school graduates. And they readily admit that the communications industry is seriously deficient in making financial contributions to the education and training of journalists, whether in journalism schools or elsewhere.

A few months ago seven leading journalism educators sat around a table in a Northeastern city, lamenting their inability to build strong, long-term support in the professional community.

As one educator put it, "Our field will never advance unless there is widespread mutual respect between the journalistic professionals and the educators." Agreeing, Del Brinkman, dean of journalism at the University of Kansas, said, "Editors and other professionals who visit our campuses see what we are doing, talk with our students and faculty and usually come away as converts, but there is far too little of this." At Kansas, there is a Gannett Foundation-supported chair for a "distinguished professional in residence" who comes to the campus for a full academic year. "Having someone with us for an extended period is especially good," says Brinkman. "The professional experiences teaching and gets to know faculty and students intimately. This inspires confidence on both sides." J. Edward Gerald, emeritus professor at the University of Minnesota, believes that the conflict between educators and professionals has to do with "control of the classroom." Gerald and others complain that many

media professionals think journalism teaching can't be any good unless they do it themselves, while at the same time admitting that few, high-quality journalists want careers in education.

Part of the problem, according to the educators, is that some professionals have trouble understanding that journalism educators are just that—educators. They are teachers and researchers who know and understand journalism. Regardless of their previous incarnations, they point out, once they enter universities they no longer are editors or reporters but are instead held accountable to the academy for their performance in the classroom as teachers, in the field as scholars and among professionals as persons who can render service to the profession.

The educators claim that many leading editors simply won't listen to them and attempt to understand what the modern journalism school is all about. And, say the educators, professionals fail to look at the journalism school in the context of the rest of American higher education.

Copy is scrutinized in University of Minnesota journalism class.

Case in point: with many educational "reforms" in the 1960s, rigorous academic requirements nearly collapsed on many campuses. Students in traditional liberal arts education were allowed to take much narrower and more-specialized routes to degrees in fields such as history, political science and philosophy.

"Some people with legitimate liberal arts degrees simply lacked broad liberal-arts education, yet journalism education was not so afflicted," says Richard R. Cole, dean of journalism at the University of North Carolina and immediate past president of the Association for Education in Journalism and Mass Communication. Mainly because of accreditation standards, the journalism schools continued to insist that their students take 75 percent of their work in the liberal arts and sciences with rigorous requirements in economics, literature, history and political science. Cole and others contend that degrees in journalism from accredited schools at quality universities are the premier liberal-arts degrees in America. Yet, few editors seem to know, understand or care about this.

Journalism educators hear the steady criticism that journalism graduates can't spell, punctuate or write. On the contrary, journalism educators devote considerable time to literacy training, and such impartial "evaluators" as law school admissions committees that court journalism graduates praise the journalism schools for that training.

Although there is a longstanding love-hate relationship between journalism educators and journalistic professionals, there are signs of a thaw coming. Both ANPA

Seven indicators of quality at J-schools

Not since the mid-1970s have there been national ratings of the schools of journalism. Journalism educators eschew rating systems, saying it is not meaningful to rank in the same study schools as different as Columbia with its professional master's program and Illinois with its comprehensive undergraduate-to-Ph.D. curriculum. Different schools should and do have divergent goals and approaches. Yet the desire to rate and rank the schools against each other persists. The Associated Press Managing Editors Association recently announced its intention to develop some indicators of quality.

Educators argue that reputation ratings are meaningless, especially when they are the result of judgments from the uninformed. They say that few editors have any comprehensive view of the field or any direct knowledge of what is happening in a wide range of programs.

If competitive ratings don't work, how can quality be judged? Some of the indicators of quality that prospective students and employers should look for in journalism schools include:

- *Quality of the faculty:* What is the reputation of the faculty as teachers, scholars and professionals? This may include general reputation and such important considerations as accessibility to students.
- *Quality of the student body:* High school SAT scores, prevalence of merit scholarships, record of the school in producing Phi Beta Kappas and honors graduates, as well as other measures of student attainment are key factors.
- *Connections to the profession:* Does the school have a vigorous program of professional visitors and outside speakers? Is there an active internship program? Are faculty members actively sought after as consultants or speakers by professional organizations and industry groups?
- *Research productivity:* Is the school a center of ideas? Have new theoretical or applied research notions emerged there? Are the faculty members and graduate students known as productive scholars both within their own universities and the field generally?
- *General quality of the university:* Strong journalism programs rarely flourish in weak universities and colleges. The overall quality of the university must be considered.
- *Distinctive nature of the program:* Is the journalism program unique or distinctive in any way? Does it do anything different or better than any other program in the nation or in its region?
- *Placement of students:* What happens to students who graduate from school? What is their track record both for entry-level jobs and for continuation in the field?

—E.E.D.

Foundation and the American Society of Newspaper Editors have active committees working jointly with journalism education. Earlier this year, an ASNE-AEJMC committee on news and editorial education headed by Claude Sitton, the Pulitzer-prize winning editor of the The News and Observer in Raleigh, N.C., and the University of North Carolina's Cole gave support to a dual-track system of academic evaluation that would help professionals get recognition and promotion as journalism educators. The same group pushed for media support of education and called for strengthening professional-in-residence programs.

Another sign of enhanced diplomatic relations and mutual respect between professionals and educators is seen in the development of mid-career programs. Stanford and Michigan have been leaders in mid-career education programs through their National Endowment for Humanities programs. Other universities are organizing intermediate and high-level short courses for communications professionals in which high quality teachers and high quality professionals collaborate in the teaching. This makes it clear that journalism education can do more than teach basic, entry-level skills, and it shows the educators that thoughtful professionals can make rich contributions in the classroom.

The accreditation problem. Since the late 1940s, journalism schools have been accredited by the Accrediting Council on Education in Journalism and Mass Communication, a group of educators and professionals that is sanctioned by the U.S. Department of Education. For years and with little stir, ACEJMC put its stamp of approval on journalism schools that met its standards. During the last two years, however, accreditation has been under

A model journalism curriculum takes shape

Shaping the future of journalism education will require thoughtful strategic planning and sensitive calibrations between conceptual and craft courses. That is one of the preliminary findings of a national study of the future of journalism and mass communication education that is being conducted by the University of Oregon School of Journalism.

The Future Project at Oregon, which is funded by a $64,900 grant from the Gannett Foundation, is the first national effort to develop model curricula for the journalism schools of the future.

Several alternatives for journalism school structure and curricula will be suggested in the project's final report. Each journalism program, the report says, should have some distinct elements and emphasis. At present, many journalism and mass communication schools, by their own admission, do little or nothing that is especially calibrated to their goals, purposes, location or constituencies. This, the report says, should change radically.

The study involves a critique of journalism education, an examination of its historic patterns and its present status, and speculative reports from journalism school administrators and educators, media organizations and professionals, and outside scholars. These studies are providing the basis for planning documents that will help guide a national task force of educators and professionals in recommending changes for the future.

Although a final report will not be available until early 1984, some findings are emerging from the multi-faceted study: They are:

- *On the place of journalism and communication units within the university:* Strong support exists for a free-standing school that is well-integrated with the liberal arts and sciences but that has control over its own admissions and is positioned where it can get maximum financial support. Methods of determining such positioning are discussed in the study.
- *The purposes of journalism and mass communication education:* There should be continued emphasis on undergraduate education, enhanced graduate programs especially at the master's level, and a major expansion of continuing education for professionals and other constituencies of journalism schools.
- *On the structure of journalism school programs:* There is a movement toward more generic study of mass communication delivery systems and a movement away from narrow, vocationally oriented sequences.
- *On relationships with the liberal arts and other course areas:* There should be conceptual courses in the journalism schools that actually help tie together the student's general education by linking up with specific work in history, political science, sociology and other fields. Recommended is a highly calibrated approach that is keyed to a specific awareness of course material in other campus courses.
- *Updating course material:* A five-year justification rule should be established for all journalism and mass communication courses, with a review procedure for evaluation.
- *More generic course work:* There should be more courses that recognize the communication revolution and its impact on society.
- *Craft and conceptual courses:* The present gap between professional skills courses (such as reporting and editing) and conceptual courses (such as history of communication or law of the press) should be bridged.
- *"Hands-on experience":* There should be a plan for early professional experience that is supervised and that ranges from short-term assignments to well-developed internships.
- *Professional-academic relationships:* There should be a systematic pattern for continuity of relationships and involvement among communication professionals and educators.
- *Communication technology:* Information about the consequences and impact of communication technology should be integrated into several existing courses as well as being the focal point of new courses. Students also should become computer literate to meet present and future employment needs.
- *Competencies:* Various courses and programmed instruction should enhance general literacy, visual literacy, computer literacy and capabilities for the systematic gathering of information.
- *Conceptual knowledge:* Students should have a conceptual "road map" of the mass communication field, including communication industries and organizations.

—E.E.D.

scrutiny as fierce battles flared with Northwestern University and Boston University. Neither is currently accredited, both having dropped out of the accrediting process during widely publicized disputes with accrediting teams and the council. Also, in 1983, the University of Michigan decided not to seek reaccreditation because the Michigan faculty felt accreditation no longer fit their program. Stanford University earlier had withdrawn with similar arguments.

Boston University carried its grievances to the Department of Education and urged that ACEJMC be stripped of its authority. The council got a probationary, two-year renewal but received a stern warning to get its house in order.

In the midst of these conflicts on campuses, there have been vigorous debates within journalism education over professional-academic control of accreditation and various procedural issues that deeply divide educators.

In 1983-84, a committee of journalism educators within the Association for Education in Journalism and Mass Communication will make a serious evaluation of accreditation and make recommendations about its continuation or abolition. The committee is headed by John D. Stevens of the University of Michigan, who says, "The crucial question is just what does accreditation mean to a school and its students."

Leadership problems. Three of the nation's most prestigious journalism schools—Columbia, Northwestern and Missouri—once acknowledged leaders in the field, also have taken their lumps in recent years. Missouri tangled with the accreditation council and was put under sanction; Northwestern also had accreditation problems as well as other controversies involving its dean; and Columbia was the subject of a less-than-flattering New York Times article that alleged deep faculty-administrative divisions.

In the face of these problems, two of the schools searched for new deans. As a search committee member at one of the schools remarked, "We were shocked and depressed by the lack of interest in our deanship."

This problem is not unique to journalism schools, however.

A recent Wall Street Journal article chronicled the failure of the nation's business schools to find a ready supply of administrators who want to lead faculties, raise money and fight what Nebraska's Copple says are "the alligators that persistently keep coming."

One educator blamed the "push to scholarship" for lack of interest in administration. "At my university, there was a whole generation of first-rate minds who believed and told their students that administration was not fit work for an educator. I think they went too far, and we lost many potential good leaders."

The same educator continued, "Of course, in the heyday of journalism education, the great leaders were scholars and professionals. People like Frank Luther Mott of Missouri, Ralph Casey of Minnesota and Willard Bleyer of Wisconsin were first-rate minds and gifted administrators. Few of today's deans enjoy that distinction."

At the same time, most educators realize that only through distinguished scholarship and professional contributions will journalism educators obtain real clout on their own campuses where research productivity is the single most important measure of attainment and advancement.

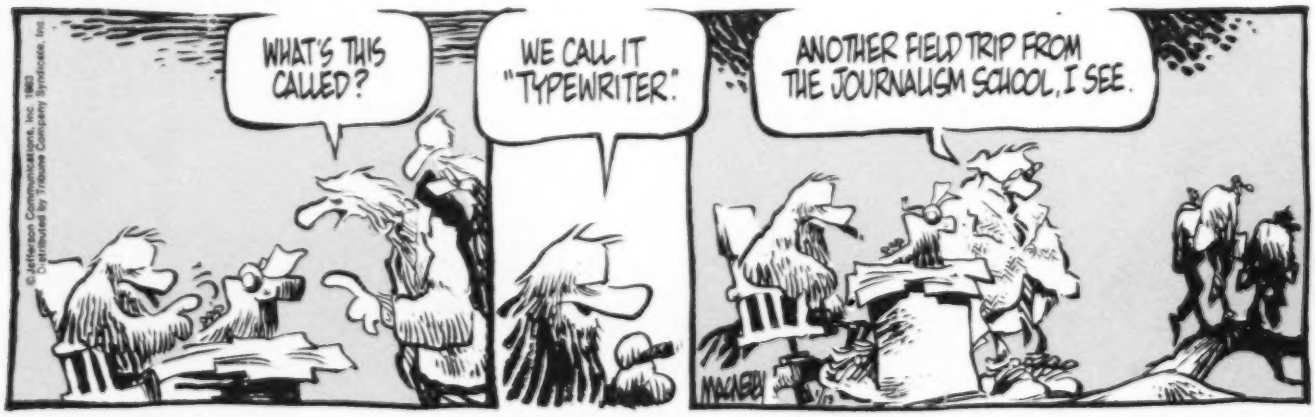
One bright sign is that journalism educators are beginning to cope with their problems. Through national organizations, in foundation grants and in professional-educator committees, there are important signs of change.

Most critics agree, however, that the field faces great strains and needs significant repairs that will come through better positioning of the journalism schools on their own campuses, greater cooperation between professionals and educators, and some serious strategic planning for the future of communicators' education in a communication society. □

Related stories

- **On-the-scene coverage of the AEJMC convention. See education section, p. 22.**
- **A first-year reporter reflects on her journalism education. See essay, p. 29.**

'Shoe' **By Jeff MacNelly**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Faculties debate merits of experience vs. Ph.D.

By Malcolm F. Mallette

In the supposedly tranquil grove of Academe, journalism educators are up to their mortarboards in prickly issues.

Most prickly of all is the issue of faculty qualifications, which bears heavily on other issues.

In 30 years, as journalism programs proliferated and enrollments soared, journalism faculties have dropped sharply in professional experience and risen sharply in Ph.D. degrees. When not coupled with practical experience, a Ph.D. in journalism ill equips one to teach the core skills of reporting, writing and editing. But most institutions encourage, often require, the hiring of Ph.D.s, regardless of professional journalism background. Noteworthy is the fact that some of the very best journalism schools are flexible on the Ph.D. requirement.

Verne E. Edwards, an experienced newsman and journalism chairman at Ohio Wesleyan University, says limiting new hires to Ph.D.s can ruin journalism programs, young or smaller programs in particular because they lack old pros for balance. "You can see in their teaching," says Edwards, "that they've never been in a newsroom."

Many institutions have failed to recognize that journalism faculty promotions cannot be handled the same way as for other schools. "Journalism schools," says Reese Cleghorn, journalism dean at the University of Maryland and former associate editor of the Detroit Free Press, "must persuade their higher administrations that they should not follow the same tenure and promotion requirements that are suitable, say, for an English or history department. The failure to understand that is the most serious problem many schools have."

Elizabeth Yamashita, journalism director at the University of Oklahoma, has said that in 10 years the professional experience on journalism faculties will shrink a great deal more.

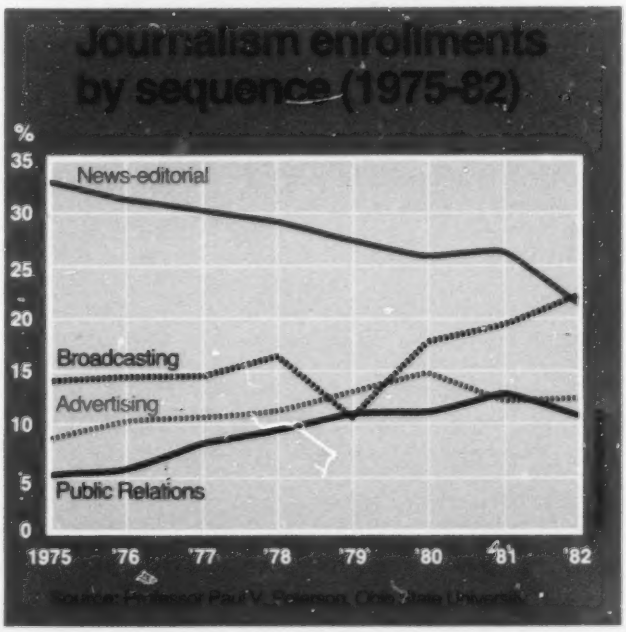
Of course, there is no guarantee that an experienced professional will be a good teacher; some professionals who switch to the classroom offer little more than war stories. Richard G. Gray, journalism dean at Indiana University, has noted the high stakes in faculty hiring. Tenure is a 20-to-30-year investment, so institutions must be certain that campus-bound professionals are determined to grow as scholars.

There are those who contend that journalism deans who have come up the Ph.D. route—and their numbers have increased markedly—are uneasy with professionals and tend to hire clones of themselves. And, the contention is, that because teachers tend to teach what they know, journalism curricula teem with needless communicology courses.

But the arguments are not always clear cut. While deploring the shortage of professionals teaching news-editorial practice, newspaper editors do not always recognize the skill, dedication and scholarship that teaching demands. The American Society of Newspaper Editors recently attempted to bridge that gap by adopting a statement proposing that "outstanding professional activity be considered an alternative to scholarly research and publication as a criterion, along with teaching ability and service, in tenure and promotion decisions at those institutions that emphasize both professional practice and scholarly research."

Journalism educators must recognize the pressure in the ASNE proposal and communicate it to their central administrations. Therein lies another issue. Journalism educators are often viewed by non-journalism faculty as second-class citizens, vocational teachers—certainly not as scholars. That is one reason journalism schools often strive to load their faculties with Ph.D.s. Curtis MacDougall, professor emeritus of journalism at Northwestern University, wrote not long ago of the "supercillious contempt for journalists that many ivory-towered pedants have." MacDougall, a Ph.D. himself, called the situation "ridiculous, outrageous."

As journalism educators battle for campus stature, they must fight to gain their deserved share of dwindling university budgets. They must seek better understanding with editors who contend that aspiring journalists would do better to take straight liberal arts. And at the same time, they must respond to other editors who are demanding more of journalism graduates.



All this is happening coincident with a pronounced swing from the news-editoral sequence to broadcasting and public relations. Because of this swing, many educators are concerned that in a few years they will not be able to supply outstanding graduates in the numbers newspapers must have.

J-educators must also find time to fret over low institutional admission standards and the precious slogging hours devoted to remedial classes. So if you mention tranquility to a J-educator, be sure to smile. □

Mallette is director of development of the American Press Institute, Reston, Va.

ANPA supports curbs on FCC content rules

In separate filings to the Federal Communications Commission, ANPA has said it supports repeal of the personal-attack and political-editorial rules for broadcasters and favors putting limits on the application of the fairness doctrine and equal-time rule to cable television.

The Association said the personal-attack and political-editorial rules "facilitate neither accuracy nor integrity of the press; they work instead to silence that speech which is most essential to a democratic society."

The personal-attack rule requires broadcasters to notify and offer a reasonable opportunity to respond to individuals or groups when an attack is made on their "honesty, character, integrity or like personal qualities" during the broadcast of "a controversial issue of public importance."

Similarly, the political-editorial rule requires that when broadcasters oppose or endorse candidates, they must notify the candidates they are opposing or opponents of the candidates they are endorsing and give them an opportunity to respond.

The comments were submitted in response to the FCC's May 12 proposal to repeal the rules [presstime, July 1983, p. 28].

On the fairness doctrine and equal-time rule, however, the FCC does not have the authority to repeal. Thus, it has asked Congress to do so. In the meantime, the commission has invited public comment on how it can apply those rules in the "least intrusive" manner possible to cable television [presstime, May 1983, p. 33].

In its comments, ANPA said the FCC should apply the rules only to cable channels on which programming is under the control of the cable system operator. It noted that all but a handful of cable channels carry programming produced by outside parties.

The Association disagreed with a proposal not to apply the rules to cable systems with public access channels. Pointing out that legislation to regulate cable TV currently is before Congress, ANPA said the FCC should "defer" any regulatory action involving cable access channels until Congress acts on that legislation.

In addition, it agreed with the commission's proposal to extend the current exemption from the rules for "facsimile" reproduction of newspapers over cable television to all text information transmitted over cable.

The fairness doctrine requires broadcasters to devote a reasonable percentage of time to the coverage of controversial issues of public importance and to afford reasonable opportunity for the presentation of contrasting viewpoints. The so-called equal-time rule requires broadcasters who permit their facilities to be used by a legally qualified candidate for public office to provide equal opportunities to opposing candidates for the same office.

ANPA's Aug. 25 comments were in keeping with the policy adopted by the Board of Directors earlier this year that freedom from government regulation of content should be "maximized" for all media. □

Packwood foundation shifts strategy

The Freedom of Expression Foundation, following a similar action of its founder, Sen. Bob Packwood (R-Ore.), has put "on a back burner for now" the goal of lobbying for a constitutional amendment to extend full First Amendment rights to broadcasters.

Instead, President Craig R. Smith said the foundation has decided "the best way to go will be for statutory relief."

The first step in that process will be to study what would be the impact of repealing the Federal Communications Commission's content regulations. Smith said the study will help the foundation and its policy advisory board propose appropriate legislation for possible introduction by Packwood, who is chairman of the Senate Committee on Commerce, Science and Transportation [presstime, April 1983, p. 10].

Also, the foundation has concluded naming members of that advisory board. They are: Larry Jinks, senior vice president/news of Knight-Ridder Newspapers Inc.; Thornton F. Bradshaw, chairman and chief executive officer of RCA Corp.; Charles L. Brown, chairman of the board of AT&T; Everette E. Dennis, dean of the University of Oregon School of Journalism; Edward O. Fritts, president of the National Association of Broadcasters; Christie A. Hefner, president of Playboy Enterprises Inc.; Thomas G. Krattenmaker, professor of law at Georgetown University; Drew Lewis, chairman of Warner-Amex Cable Communications Inc.; Thomas E. Wheeler, president of the National Cable Television Association; and Jack Valenti, president of the Motion Picture Association of America.

There is much heavier newspaper-business involvement in a related organization called the Institute for Freedom of Communication, which conducts research and compiles background information for the Freedom of Expression Foundation.

It is run by a research advisory board comprised of Robert F. Erburu, president and chief executive officer of Times Mirror Co.; Katharine Graham, chairman of the board of The Washington Post Co.; Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc.; Allen H. Neuharth, chairman and president of Gannett Co. Inc.; J. Richard Munro, president of Time Inc.; and Thomas Wyman, president and chairman of the board of Columbia Broadcasting System Inc. □

FCC wants TV deregulated

The Federal Communications Commission has proposed deregulating television broadcasting along the lines of its 1981 deregulation of radio.

The FCC proposed eliminating or easing guidelines that limit stations to 16 minutes of commercials per hour and that set minimum amounts of nonentertainment programming. The commission also proposed changes in its requirement that stations survey their communities to ascertain programming needs.

Simultaneously, the agency solicited comments on radio recordkeeping. In May, a federal appeals court asked the FCC to reconsider its decision to eliminate the radio logkeeping requirement [presstime, July 1983, p. 28]. □

NIOSH, unions criticize report on VDT effects

The National Institute for Occupational Safety and Health said in August that it will continue research into the health effects of video display terminals.

The U.S. government agency faulted a National Research Council report it had commissioned for failing to recommend specific guidelines for further research. The council concluded that working conditions, rather than the terminals themselves, are the major cause of eyestrain, fatigue and other health problems reported by users [presstime, Aug. 1983, p. 11].

The council's report also has been criticized as misleading by labor unions, including the Communications Workers of America and The Newspaper Guild.

Guild President Charles A. Perlik said his union fears employers will interpret the report as saying that VDTs pose no health hazards. He also criticized the report's recommendation against adoption of mandatory standards on the design and maintenance of the machines and on VDT work places.

The International Typographical Union adopted a committee report at its August convention recommending that VDT users be given a rest break of 15 minutes every two hours, or 15 minutes for every hour of intense VDT work, and that continuous use of VDTs be limited to four hours each day.

Meanwhile, in Canada, the Ontario Medical Association adopted a committee report stating that VDTs do not emit hazardous microwave, radio frequency, ultraviolet, infrared or x-ray radiations; urging that there be "an expression of reassurance to all concerned"; encouraging proper ergonomic standards in the work place to maximize operator comfort; and calling on the association to "continue to monitor and evaluate" all scientific developments.

In another VDT report, the New England Journal of Medicine said spending long periods in front of a terminal may produce an optical illusion of seeing pink in place of white. The illusion is harmless and fades over time, the report said. □

ABA says intelligence agencies should be granted FOIA 'relief'

Despite the objections of press organizations, the American Bar Association has gone on record in favor of granting intelligence agencies "significant relief" from the Freedom of Information Act.

"The breadth of this (ABA) statement is vast and could too easily be interpreted as endorsement of a total exemption for all intelligence agencies," said Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors.

He also pointed out that a bill to provide the CIA with some relief from the FOIA has been introduced in Congress. It has been the subject of hearings by the Senate Select Committee on Intelligence and has the support of the CIA, Schmidt noted. The bill, S 1234, would exempt CIA "operational files" from disclosure under the FOIA.

"To propose at this time a more blanket approach can only be a step backward and could serve to jeopardize any chances of relief being realized by the CIA," he said.

Schmidt testified on behalf of ASNE and ANPA at a hearing on the ABA's proposed FOIA resolutions prior to the Aug. 3 vote of the bar association's House of Delegates.

Endorsing the ANPA-ASNE comments were the Radio and Television News Directors Association and the National Press Photographers Association. Other press organizations testifying or submitting written testimony against the resolution were Women in Communications, the National Federation of Press Women, the Association of American Publishers, and the Society of Professional Journalists, Sigma Delta Chi.

The July 29 hearing was scheduled after the Joint ABA-ANPA Task Force complained that FOIA proposals on the agenda for the ABA's meeting last February had not been the subject of open discussions. After the protest, the hearing was scheduled, and action on the more controversial proposals was deferred until the August annual meeting [presstime, July 1983, p. 26].

The House of Delegates also adopted two other FOIA resolutions.

One recommends extending the existing FOIA exemption for internal federal agency rules or records to cover law enforcement manuals that relate to investigation and prosecution and which, if disclosed, would help persons violate the law or evade prosecution. ANPA and ASNE argued that a provision in the FOIA amendments approved by the Senate Judiciary Committee in June should satisfy the concerns expressed through that resolution. The press groups noted they had not opposed that provision of the legislation.

The second resolution recommends the addition of a definition of "agency records" to the federal access law. The ABA Administrative Law Section, which offered the resolution, said because no definition exists, "agencies have occasionally attempted to claim that certain records which they generated, were in their possession,

What the bar association's resolution says

The ABA resolution dealing with the relationship between the intelligence agencies and the FOIA provides the following:

- "Congress should grant significant relief from the FOIA for the intelligence agencies."
- Courts should be limited in their reviews of agencies' decisions to classify information. They should be able to determine only whether "there is a non-frivolous certification" that the material in question has been properly classified. Certification should be made by an official to be appointed by the President and confirmed by the Senate.
- "A new exemption should be added to the FOIA for information obtained through sensitive intelligence sources or methods, and for information obtained from foreign intelligence sources under a promise of confidentiality."
- "Intelligence agencies should be encouraged to experiment with modifications in current administrative practices for handling FOIA requests."

or were prepared under contract for them," are not agency records and not subject to the FOIA.

According to this resolution, the definition should cover "any record prepared on behalf of the agency through direct government funding, if the agency has a right to obtain possession of such record and if such record was relied on by the agency in the performance of an agency rulemaking or adjudicatory function." The two press organizations testified that they supported the proposal.

A fourth FOIA resolution, recommending broadening the current FOIA exemption for law enforcement investigatory records to cover all information furnished by confidential sources, was deferred until the ABA's meeting next winter.

Also at the association's Aug. 2-4 meeting in Atlanta, the House of Delegates approved new "model" rules for lawyer advertising. The new rules state only that lawyers shall not make false or misleading communications about their services. They replace rules that listed 25 categories of information lawyers could include in advertising.

The new rules make it clear that some direct-mail advertising is permissible, and they add billboards to the types of media in which lawyers may advertise.

In another action of interest to the press, the House of Delegates approved the establishment of a National Conference of Lawyers and Representatives of the Media. The conference will be made up of six representatives from the ABA and two each from ASNE, RTNDA, the National Association of Broadcasters and the National Cable Television Association. Other groups may be added by the conference as it deems appropriate. The Joint ANPA/ABA Task Force remains unchanged by this action. □

Former Justice Department official Robert L. Saloschin testifies on FOIA resolutions as R. Thomas Howell Jr., of the ABA Committee on Association Communications (left), and Stuart L. Kadison, co-chairman of the Joint ANPA/ABA Task Force, listen.

'Backdoor' ploy to sap FOIA axed

Press groups successfully slammed the door on one so-called "backdoor" amendment to the Freedom of Information Act, but they are keeping still about another one.

The term "backdoor" applies to attempts made to change the coverage of the FOIA by attaching provisions to non-FOIA bills. The proposed "backdoor" amendments in question are part of the 1984 Defense Department authorization bill that is nearing final passage.

The provision that was deleted would have allowed the Defense Department to withhold considerable information about safety investigations into the cause of military aircraft accidents.

The Reporters Committee for Freedom of the Press and the Texas Daily Newspaper Association protested to Sen. John Tower (R-Texas), chairman of the Armed Services Committee. The provision, which appeared in the Senate's defense bill, was dropped from the version of the bill approved in August by a House-Senate conference committee.

The provision that remains in the defense bill would allow the secretary of defense to exempt certain sensitive technical data from FOIA coverage. The provision is a legislative cousin to an exemption spelled out in S 774, the FOIA bill approved by the Senate Judiciary Committee in June [presstime, July 1983, p. 26].

Press groups have opposed the S 774 provision, but they have not objected to the version in the defense bill because, according to ANPA Assistant Manager/Government Affairs Jacquelyn L. Jackson, it is more narrowly drawn.

The defense bill now goes to the full Senate and House. □

SPJ, SDX criticizes bill to set standards on infiltrating press

The Society of Professional Journalists, Sigma Delta Chi, has opposed a legislative provision that would set standards for Justice Department infiltration of the news media and impersonation of reporters.

S 804 would require that before an undercover operation involving infiltration or impersonation of news media is carried out, a determination must be made that there is "probable cause to believe that the operation is necessary to detect or prevent specific acts of criminality."

This standard also would apply to infiltration of political, government and religious organizations or impersonation of an attorney, physician or clergyman, and it is a higher standard than is required for other targets of undercover operations.

In addition, the bill specifies that the decision of whether there is such probable cause must be made by an Undercover Operations Review Committee, which would be created for each agency of the Justice Department.

SPJ,SDX called the provision on the news media "ill-advised and ill-conceived." In a July 5 letter to seven senators, SPJ,SDX First Amendment Counsel Bruce W. Sanford said that "by setting out such a standard, this bill you are cosponsoring tacitly approves of governmental infiltration of news organizations or the use of government agents as reporters. Such practices seriously compromise both the ability of reporters to gather information and the public's ability to perceive the press as a neutral, disinterested conduit of that information."

One of the cosponsors, Sen. Patrick Leahy (D-Vt.), has expressed similar concerns. He said undercover operations involving the news media and the clergy raise "serious First Amendment questions."

Introduced by Sen. Charles McC. Mathias (R-Md.), the bill resulted from a Senate select committee's study of federal law enforcement undercover operations following the Abscam bribery scandal. Mathias was chairman of that committee. The Judiciary Committee has not scheduled action on the bill. □

Eleven states tax inserts, study shows

By Elise Burroughs
presstime staff writer

With most state legislatures adjourned for the year, it appears U.S. newspapers have once again fended off proposals that would have levied new taxes on circulation or on run-of-paper advertising.

According to information gathered by the ANPA Legal Department and presstime, the number of states that tax revenue from circulation and/or ROP advertising has remained static since December 1981, when the magazine last summarized the situation (p. 16).

However, the list of states that tax preprinted advertising inserts, either when they are carried in newspapers or when they are printed by newspapers, has grown in recent years and now stands at 11. (The chart below separates advertising into ROP and preprint categories, whereas the December 1981 chart did not.)

In four states—Idaho, Kansas, South Carolina and South Dakota—preprint taxes were imposed by state revenue officials, acting without specific authorization by legislative or judicial bodies. In those states, newspapers are supporting merchants and advertisers in appealing the taxes.

On a more positive note for newspapers, the North Carolina Legislature in July approved a sales-tax exemption for preprints when they are printed for or inserted into newspapers. Pennsylvania and Virginia enacted similar laws earlier this year.

Newsprint taxes also are covered in the updated report.

The U.S. Supreme Court's March 29 decision invalidating the Minnesota newsprint tax led to an end to such taxes in that state and in Iowa [presstime, June 1983, p. 15].

But different forms of newsprint taxes remain on the books in three states and in some localities. Ohio tax officials since 1981 have been assessing property taxes on newsprint inventories. Dayton attorney Charles W. Keller, whose firm represents several Ohio newspapers, says his clients are appealing to the state Department of Revenue.

Meanwhile, newsprint continues to be taxed in Hawaii and Kentucky, and some Louisiana newspapers pay a property tax levied by local jurisdictions on newsprint inventories.

The background for the frenetic activity in the state capitals is painted in red ink: rising costs of state government versus stagnant or dwindling state revenues.

According to the National Conference of State Legislatures, 36 states raised taxes, extended temporary tax increases or

State taxes affecting newspapers

	ROP Advertising	Preprint Advertising	Circulation	Newsprint
Alabama	Exempt	Exempt	Subject to sales tax	Exempt
Alaska	None	None	None	None
Arizona[1]	Subject to gross receipts tax	Subject to gross receipts tax	Subject to gross receipts tax	Exempt
Arkansas	Exempt	Subject to sales tax	Exempt	Exempt
California	Exempt	Exempt	Exempt	Exempt
Colorado	Exempt	Exempt	Exempt	Exempt
Connecticut	Exempt	Subject to sales tax	Exempt	Exempt
Delaware	None	None	None	None
District of Columbia	Exempt	Exempt	Exempt	Exempt
Florida	Exempt	Exempt	Exempt	Exempt
Georgia	Exempt	Exempt	Subject to sales tax	Exempt
Hawaii	Subject to gross receipts tax	Subject to gross receipts tax	Subject to gross receipts tax	Subject to use tax
Idaho	Exempt	Subject to sales tax[2]	Subject to sales tax	Exempt
Illinois	Exempt	Exempt	Exempt	Exempt
Indiana	Exempt	Exempt	Exempt	Exempt
Iowa	Exempt	Exempt	Exempt	Exempt
Kansas	Exempt	Subject to sales tax[3]	Subject to sales tax	Exempt
Kentucky	Exempt	Exempt	Exempt	Subject to property tax
Louisiana	Exempt	Exempt	Exempt	Exempt
Maine	Exempt	Exempt	Exempt	Exempt
Maryland	Exempt	Exempt	Exempt	Exempt
Massachusetts	Exempt	Exempt	Exempt	Exempt
Michigan	Exempt	Exempt	Exempt	Exempt
Minnesota	Exempt	Exempt	Exempt	Exempt
Mississippi	Exempt	Exempt	Exempt	Exempt
Missouri	Exempt	Exempt	Exempt	Exempt
Montana	None	None	None	None
Nebraska	Exempt	Exempt	Exempt	Exempt
Nevada	Exempt	Exempt	Exempt	Exempt
New Hampshire	None	None	None	None
New Jersey	Exempt	Exempt	Exempt	Exempt
New Mexico	Subject to gross receipts tax	Subject to gross receipts tax	Exempt	Exempt
New York	Exempt	Exempt	Exempt	Exempt
North Carolina	Exempt	Exempt	Subject to sales tax	Exempt
North Dakota	Exempt	Exempt	Exempt	Exempt
Ohio	Exempt	Exempt	Exempt	Subject to property tax
Oklahoma	Exempt	Exempt	Subject to sales tax	Exempt
Oregon	None	None	None	None
Pennsylvania	Exempt	Exempt	Exempt	Exempt
Rhode Island	Exempt	Exempt	Exempt	Exempt
South Carolina	Exempt	Subject to sales tax[4]	Exempt	Exempt
South Dakota	Exempt	Subject to use tax[5]	Exempt	Exempt
Tennessee	Exempt	Exempt	Exempt	Exempt
Texas	Exempt	Exempt	Exempt	Exempt
Utah	Exempt	Exempt	Exempt	Exempt
Vermont	Exempt	Exempt	Exempt	Exempt
Virginia	Exempt	Exempt	Subject to sales tax	Exempt
Washington	Exempt	Exempt	Exempt	Exempt
West Virginia	Subject to gross receipts tax	Subject to gross receipts tax	Subject to sales tax	Exempt
Wisconsin	Exempt	Subject to sales tax	Exempt	Exempt
Wyoming	Exempt	Exempt	Exempt	Exempt

[1] Arizona Legislature and governor have approved gradual phase-out of tax on advertising.
[2] Department of Revenue assessment of tax on preprints has been appealed to state tax commission.
[3] Department of Revenue assessment of tax on preprints brought in from another state has been appealed in Kansas courts.
[4] Department of Revenue assessment of tax on preprint has been appealed to state attorney general.
[5] Department of Revenue assessment of tax on preprints not printed by newspapers has been appealed to South Dakota Supreme Court

changed their tax bases significantly this year. These moves brought in some $10 billion in increased revenue for fiscal 1983, a 6-percent increase over fiscal 1982, says Karen M. Benker, senior research analyst for the conference.

Benker notes that the last time states raised taxes by that percentage was fiscal 1970. With the economic recovery now underway, she does not expect tax increases of that magnitude next year.

But because the recovery is proceeding very unevenly around the country, state press association managers warn that newspapers are not yet in the clear when it comes to tax initiatives.

Some states, such as California, have passed budgets without specifying where revenues will come from. Terry Franke, legal counsel for the California Newspaper Publishers Association, says tax measures affecting newspapers may resurface when the legislature returns from its summer recess.

In some other states where legislatures are recessed for the year, newspaper-related tax proposals are expected to be considered when legislatures convene next January.

Many newspaper observers regard the most serious threat to be proposals to include advertising under the growing category of taxes on services. "Down the road, an extension of the tax on services will probably include some of the media," predicts Kenneth Drum, executive director and secretary of the Ohio Newspaper Association.

The Washington, D.C.-based American Advertising Federation also is concerned about persistent moves to tax advertising. "State efforts to tax advertising are likely to continue unfettered and even increase in the near future," says Daniel L. Jaffe, AAF senior vice president-government relations.

The federation recently urged members to cooperate with merchants and media groups in lobbying against taxes at the state level, but gathering ammunition to fight such battles is not easy.

One problem is that virtually all state taxes affecting newspapers have unique characteristics that make interstate lobbying efforts difficult.

For example, 12 states tax some aspect of newspaper circulation sales, but none in the same way as any other state. □

Judge says opinions can libel

The chief judge of the U.S. Court of Appeals, District of Columbia Circuit, ruled that editorial opinion may be libelous if the writer does not present sufficient facts for "perspective" or if those purported facts are inaccurate.

Media law experts said the ruling could be damaging in its implications for newspaper editorialists and columnists.

Judge Spottswood W. Robinson III wrote Aug. 5 that a "hybrid" statement—one between "pure opinion" and hard fact—may claim absolute privilege as opinion "only when it is accompanied by a full and accurate narration of the material background facts."

"The false hybrid statement has the potential . . . to wreak considerable, unjustified damage to reputation," the judge said.

Robinson overturned a lower court's granting of a libel summary judgment in favor of syndicated columnists Rowland Evans and Robert Novak. The columnists were sued by Bertell Ollman, who claimed an Evans and Novak column resulted in his being denied the chairmanship of the Department of Politics and Government at the University of Maryland.

Robinson sent the case back for trial.

Evans and Novak by press time had not decided whether to appeal.

Richard M. Schmidt, general counsel for the American Society of Newspaper Editors, labeled Robinson's ruling "very disturbing." Among other things, Schmidt said, it raises "another difficulty in getting summary judgments" and that could result in higher costs for the press to defend libel suits.

Other critics of Robinson's decision included the National News Council. President Richard S. Salant said the judge's requirement for a writer to present sufficient background facts—and for a court to decide whether those facts are "full and relevant"—is "preposterous and totally at odds with the spirit of the First Amendment." □

Court briefs

The 8th U.S. Circuit Court of Appeals Aug. 11 upheld a preliminary injunction against the Omaha World-Herald Co. **prohibiting it from engaging in certain advertising activities** in two Nebraska counties.

But at the same time, the appeals court blunted much of the effect of the injunction. It ruled that the World-Herald Co. may resume all activities except with advertisers the company was not serving when the injunction was issued July 14.

The injunction stemmed from an antitrust suit filed by the Omaha Sun Newspapers [presstime, Aug. 1983, p. 4]. Trial has been set Nov. 28.

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The Courier-News of Bridgewater, N.J., has **appealed a $1.05-million libel judgment** to the New Jersey Court of Appeals. The plaintiff, a former bank chairman whom the trial judge considered a private figure, sued for stories he claimed resulted in a loss of personal business [presstime, July 1983, p. 25].

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The Tennessee Supreme Court has ruled that the state's **shield law protects nonconfidential as well as confidential information** gathered for news reports. The court also said the law applies to criminal and civil cases.

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A British Columbia Supreme Court justice ruled unconstitutional a section of Canada's Juvenile Delinquents Act stipulating that **juvenile trials** will take place without "publicity." He said the press may cover juvenile proceedings, although it may not reveal the identities of children involved. The decision was in response to a proceeding filed by the Times-Colonist of Victoria. □

Correction

A New York law safeguarding free-lance photographers and photo agencies was enacted following a New York Court of Appeals decision against a free-lance photographer and photo agency, not against The New York Times as reported in the August 1983 edition, p. 10. Presstime regrets the error. □

Common name for 2nd-, 3rd-class mail draws fire

The U.S. Postal Service has started calling second-, third- and some fourth-class mail by the same name—"bulk business mail." And even though postal regulations providing expedited treatment for second-class mail remain intact, some newspaper executives fear the common name could further blur the distinction between second-class newspapers and third-class matter such as "shoppers."

The change was made administratively, without public comment, in June.

It is a "step toward eliminating the difference between second- and third-class mail," charged Joseph A. Faraci, circulation director of the Journal of Commerce, Phillipsburg, N.J. "If they're not going to merge (second-class and third-class), why the hell did they do it?"

Thomas M. Keenan, assistant national circulation service manager of Dow Jones & Co. Inc., said, "Each class carries its own (regulatory) criteria, and they shouldn't be lumped together." The classes should keep separate names, he maintained.

Keenan is chairman of a group of second-class mailers who participate in the U.S. Postal Service's Mailers' Technical Advisory Committee, an organization that provides input for USPS operations. The Keenan group formally complained about the change at an advisory committee meeting Aug. 18 in Washington.

Prior to the name change, second-class mail was called "preferred" mail. Third-class and some types of fourth-class mail—bulk parcel post—were called "non-preferential."

Postal officials said the term "non-preferential" was "bad nomenclature" about a class of mail that is growing in volume and therefore is increasingly important to the postal service. Using the term "bulk business mail" for second- and third-class and bulk parcel post seemed fairer, officials said.

"It's not a case of trying to merge the two classes (second and third) or handling at all," said USPS spokesman James F. Van Loozen.

"The distinction between newspaper treatment and third-class treatment certainly has not changed," he added.

ANPA long has argued that the Postal Service should maintain the historical distinction between second- and third-class mail. The Association opposed the merger of second-class and the former "controlled circulation" that took effect in March 1981 [presstime, March 1982, p. 15]. □

9-digit ZIP set for Oct. 1

The U.S. Postal Service has reaffirmed its plans to implement the voluntary, nine-digit ZIP code for first-class mail Oct. 1.

However, it is uncertain whether USPS will offer a discount for its use. The postal Board of Governors has proposed to the Postal Rate Commission a half-cent per-piece discount for letters in minimum groups of 500 [presstime, Sept. 1981, p. 12].

The commission by late August had not issued a ruling on that proposal. □

Loss of K mart ads intensifies concern of postal task force

K mart's decision to shift midweek preprints from about 200 Midwestern newspapers to direct mail was a major topic of discussion for the newspaper business's Joint Postal Task Force Aug. 10 in Washington, D.C.

Newspapers affected by the switch to direct mailer Advo-System Inc. are in Michigan, Ohio, Indiana and Kentucky [presstime, Aug. 1983, p. 9].

The task force, made up of representatives of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association, is addressing newspaper-business concerns over what it believes are inordinately low third-class rates and inappropriate third-class postal policy.

Members of the Joint Postal Task Force are Chairman Otto A. Silha of Cowles Media Co., Minneapolis; William E. Branen of the Burlington (Wis.) Standard Press; Frank Daniels Jr. of The News & Observer and The Raleigh (N.C.) Times; W. Gilbert Faulk Jr. of Dow Jones & Co. Inc., New York; and Tom Johnson of the Los Angeles Times.

Maguire (left) emphasizes a point with, from left, Silha, Marcil, Low, Brinkmann and ANPA's Jacquelyn L. Jackson.

Others attending the meeting included ANPA Chairman and President William C. Marcil of The Forum, Fargo, N.D.; ANPA Government Affairs Committee Chairman K. Prescott Low of The Patriot Ledger, Quincy, Mass.; Richard J. McClennon of The Detroit News; NNA General Counsel Robert J. Brinkmann; NAB President Craig C. Standen; NAB Vice President James H. Hollis; and ANPA Vice President/General Counsel W. Terry Maguire. □

Three new programs in the works

Newspapers seek Third World interns

By Elise Burroughs
presstime staff writer

After years of charges that U.S. newspapers are indifferent to the need for communications development and training in less-developed nations, a spurt of new programs to bring Third World journalists directly to U.S. newspapers for internships has occurred.

When media leaders from free press countries meet in Talloires, France, later this month, U.S. newspaper representatives will be able to list three new 1983 programs in addition to one started last year.

So far this year, the American Society of Newspaper Editors has announced a Third World intern program to begin in 1984, the U.S. ambassador to South Africa has recruited four newspaper companies that will begin training non-white South African interns this month, and former newsman Alfred Friendly has established a family foundation to sponsor 10 Third World journalists a year at newspapers in this country.

These new programs join one begun last year at the St. Petersburg (Fla.) Times in which, through a "twinning" arrangement, U.S. newspaper journalists are being temporarily exchanged with journalists from a newspaper group in Kenya [presstime, Nov. 1982, p. 41].

In addition to these private efforts, the U.S. government is considering funding internships for Third World journalists as part of the U.S. contribution to UNESCO's International Program for the Development of Communication.

The 35-nation governing council of the IPDC meets Sept. 5-12 in Tashkent, U.S.S.R. For the 1984 IPDC budget, the United States is expected to announce a "significant increase" over the $350,000 pledged by the United States Information Agency for IPDC projects in 1983, according to Bernard M. Hensgen, USIA communications policy officer.

For years the USIA funded a program that brought journalists from around the world to the United States for training, which included brief internships at newspapers and broadcast stations. That program ended in the late 1970s, however, and more recently, Hensgen said, many newspaper publishers have been reluctant to participate in such government efforts.

"ANPA-member newspaper executives have mixed views on cooperating with journalism training programs funded by government," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. "Everyone senses the potential for government influence. Some don't think that potential would be exercised by our government, but others don't want to open the way even for the possibility. I think all publishers are a lot more comfortable with privately funded programs."

Editors organize. That position is one with which both publishers and editors agree. The American Society of Newspaper Editors in May announced a program that next year will bring 12 working journalists from developing countries to the United States for six weeks, including a four-week stint at U.S. newspapers.

"We at ASNE believe it is crucial for the private sector to promote, and to be seen by the world to be promoting, the principles and practices of a free press. Our internships for Third World journalists will contribute to this worthwhile end," the editors said in announcing their program.

Applicants for the ASNE program will be screened by the Edward R. Murrow Center of Public Diplomacy of the Fletcher School of Law and Diplomacy at Tufts University, with the help of the Associated Press, United Press International, the International Press Institute and the World Press Freedom Committee.

Seymour Topping, chairman of the ASNE Committee on International Communications, said the society is concentrating as much as possible on journalists from private-sector media rather than the government-run press.

He acknowledged, however, that such a policy is somewhat restrictive. "There are some countries where we may not be able to insist entirely on the private sector. In many places the distinction (between government and private ownership) is somewhat blurred. But we will try to determine the extent of independence and the possi-

St. Petersburg Times

St. Petersburg Times exchange journalist Peter Kareithi (seated), news editor of the Nation in Nairobi, Kenya, is briefed by a Clearwater, Fla., firefighter.

bility of encouraging press freedom," he explained.

ASNE has set a goal of $137,000 to fund the internships, a target Topping in late August said he is "quite confident" the society will meet. He added that pledges of support so far indicate ASNE will have no trouble finding newspapers to train the interns. Actual placement will depend on the needs of the interns.

Diplomat's project. In addition to group programs like the editors', U.S. Ambassador to South Africa Herman W. Nickel has proven that one man also can make a difference in this field.

Early this year, Nickel began approaching U.S. newspaper companies seeking sponsors for non-white, South African journalists desiring training in the United States. A former journalist, Nickel worked with Operation Crossroads Africa, a New York-based, nonprofit educational organization that has been sending volunteers to Africa and bringing African visitors to the United States for nearly two decades.

According to Bart Rousseve, director of the organization's African Leader Program, there is almost no formal journalism training available in South Africa, and race-related restrictions make professional development for black, Asian and "colored" journalists virtually impossible.

As a result of Nickel's efforts, however, four South African journalists will arrive in the United States this month. After a brief orientation visit to New York, each will be assigned for six months to one of the following participating media companies: Time Inc., the St. Louis Globe-Democrat, the St. Louis Post-Dispatch and McClatchy Newspapers of Sacramento, Calif.

C.K. McClatchy, president and editor of McClatchy Newspapers, said the duties and training of the intern assigned to his Sacramento, Calif.-based company will depend largely on the individual's level of skill. He expects the intern to begin by observing the newspaper operation and accompanying editors and reporters. If possible, the intern will fill some writing assignments as well.

McClatchy said he decided to accept the intern after visiting southern Africa and seeing how limited journalistic opportunities are for non-whites. His company has played host to African journalists sponsored by USIA for brief visits in the past. In addition to helping colleagues from developing countries, McClatchy said such encounters broaden the viewpoints of U.S. journalists, too. "You get unpredictable side benefits and insights," he noted.

Funding for this program is three-pronged. The companies that employ the interns are paying half of their normal salaries to support their families, who will remain in South Africa; the USIA is covering all travel expenses; and the host U.S. companies will pay salaries of varying amounts to support the interns in this country.

Alfred Friendly

Herman W. Nickel

Fellowships offered. Another one-man initiative has resulted in the third new program developed this year. Alfred Friendly, former managing editor of The Washington Post, early this year set up a private family foundation to sponsor International Free Press Development Fellowships. Working with the nonprofit Institute of International Education, the foundation hopes to bring 10 Third World journalists per year to the United States for study and assignment to U.S. daily newspapers. The first group is expected during the summer of 1984.

Friendly said in August that several daily newspapers, including the Baltimore Sun, The Washington Post, The Boston Globe, the Detroit Free Press and an undesignated Gannett newspaper, have agreed to accept the interns. Others are considering participation.

Friendly estimated it will cost $150,000 to $200,000 to organize the program. He expects part of the cost to be defrayed by contributions from the employers of the journalists involved and from the U.S. newspapers that train them. Like ASNE's, this program will concentrate on news people from countries where there is "some freedom of speech."

In addition to these new programs, occasional internships have been offered for years by the Associated Press and United Press International. Another, more regular program is operated at the World Press Institute at Macalester College in St. Paul, Minn. At the institute, foreign journalists spend most of their time studying and touring, but the participants' experience includes one-and two-week stints observing and working for newspapers, broadcast stations and other media organizations [presstime, Oct. 1981, p. 19].

Questioning the approach. Some observers have questioned the value of programs that bring journalists from relatively primitive news operations to extremely sophisticated Western establishments. Given the enormous cost of transporting and keeping individuals in this country, some critics have said it would be much more cost-effective to send experienced Western journalists to the Third World, where they can offer training in the actual environment in which journalists work.

George A. Krimsky, director of world services for the Associated Press, has worked with interns here and taught in Africa. He agreed that sending Westerners to developing countries is the most cost-efficient form of training, but he added that for the journalists involved it is extremely valuable to actually see Western news organizations in operation.

For one thing, he said, they find it difficult to believe that reporters and editors work, day in and day out, without government officials looking over their shoulders. Despite what the journalists have heard about Western freedom, he said, there is no substitute for seeing it in action.

But Andrew E. Barnes, managing editor of the St. Petersburg Times, pointed out that U.S. training is not an unmixed blessing for the recipients. His newspaper has been exchanging personnel with the Nation Group of papers in Nairobi, Kenya, since late 1982. At that time, there was some dissatisfaction in Kenya with the Nation papers because they are owned by a non-Kenyan—the Aga Khan.

Since then, internal security problems and an attempted coup have made the government of Kenya even more distrustful of "outsiders"—and journalists who work for a foreigner and have been trained in the United States are viewed as doubly

untrustworthy, Barnes explained. Of the half-dozen Kenyans who spent time in St. Petersburg, two have lost their jobs since their return.

Given the expense, the political ramifications, and the sheer hard work involved in setting up and administering intern programs, some may wonder why newspapers are bothering. Barnes said aside from a couple of letters applauding the newspaper's good intentions, readers seem unaware of the program. Yet his newspaper and others say they are committed to such projects.

Like Publisher McClatchy, Barnes believes the experience of working with Third World journalists and visiting their countries gives newspaper people perspectives that they would never have otherwise. "It's really rewarding," he said.

And AP's Krimsky said he finds it "gratifying and useful," even on a small scale, to orient a new crop of Third World journalists to the free-press style of reporting.

"These journalists are going to be the leaders of the future," he said. □

World press notes

Western media are evaluating the effect of a six-nation **ban on coverage by reporters based in South Africa**.

The information ministers of Angola, Botswana, Mozambique, Tanzania, Zambia and Zimbabwe said the ban was in response to what they called South Africa's propaganda and information aggression against neighboring black countries. The ban initially was not applied to journalists working for South African media.

While many Western news organizations traditionally have had reporters based in Johannesburg and Cape Town, a growing number also have correspondents in Harare, Zimbabwe; Nairobi, Kenya; and other African cities.

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In addition to participating in the the ban on South Africa-based reporters, the government of Zimbabwe announced **press restrictions, including censorship**, of reports on military activities in provinces where civilians are fighting government troops. Journalists who publish reports other than those approved by the government are subject to expulsion.

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Reuters correspondent Najmol Hassan **died in a land-mine explosion** during a tour of the Iran-Iraq battlefront Aug. 11. An Iranian official also was killed, and three other journalists were wounded.

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A United Press International correspondent Aug. 2 was **expelled from Sri Lanka for violating censorship rules**. Stewart Slavin, normally based in New Delhi, was in Sri Lanka covering riots that led to the death of more than 200 people. UPI has a full-time stringer based in the Sri Lankan capital of Colombo who was not affected by the expulsion, and UPI sent another correspondent to join the stringer after Slavin's departure.

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La Prensa of Managua, Nicaragua, was closed for 24 hours in August after **defying a censor's order** not to publish a story.

The story was an account of an incident in which a group of people stoned the home of Violeta Chamorro, former member of the Sandinista junta and mother of La Prensa Publisher Pedro Joaquin Chamorro Barrios.

La Prensa had been shut down by the government six times previously, but the latest closing was the first since the government began direct censorship of the newspaper in 1982.

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The following U.S. newspaper executives were **appointed to committees at the 1983 FIEJ Congress** in London:

Elmer L. Andersen, publisher of the Princeton (Minn.) Union-Eagle, to the Press Development Cooperation Committee; Maurice J. Buchart, vice president and general manager of The Courier-Journal and The Louisville (Ky.) Times, to the Advertising Committee; K. Prescott Low, publisher of The Patriot Ledger, Quincy, Mass., to the Communications Policy Committee; and Donald N. Soldwedel, publisher of The Yuma (Ariz.) Daily Sun, who serves as chairman of the FIEJ Newsprint Committee, to the Program Committee for the 1984 Congress.

Allen H. Neuharth, chairman and president of Gannett Co. Inc., continues to serve as a FIEJ vice president and member of the Executive Committee. □

Modified chart for SAU formats sent to newspapers

The format chart for the expanded, voluntary Standard Advertising Unit system has been modified slightly.

The 21-inch depth was removed to reflect the fact that newspaper printing depths vary according to newspaper press cutoffs.

The new chart was published in a booklet mailed in August to U.S. newspapers [presstime, Aug. 1983, p. 21].

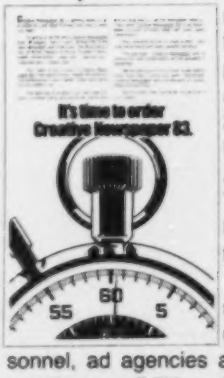
In the booklet's section listing newspapers of varying circulation sizes that have adopted the recommended format, the Charles City (Iowa) Press was listed with an incorrect state identification.

For additional copies of the booklet, contact ANPA's Frank J. Stanczak at The Newspaper Center in Reston, Va. □

Creative Newspaper 1983 available from NAB

The Newspaper Advertising Bureau is taking orders for Creative Newspaper 1983.

The 48-page newspaper is published annually as a showcase of the best in newspaper advertising. Half of the pages are in color, and ads include the 20 winners of NAB's annual ATHENA (Award To Honor Excellent Newspaper Advertising) competition.



Copies are designed to show newspaper ad personnel, ad agencies and advertisers the creative possibilities of newspaper advertising.

Excluding postage, cost is 90 cents each for 1-100 copies; 85 cents each for 101-500 copies; and 80 cents each for more than 500 copies. A slide presentation, including cassette and tape narration, is available for $100 plus postage.

To order, contact NAB, Creative Department, 485 Lexington Ave., New York, N.Y. 10164. □

Third cable news/advertising service signs off

By Margaret Genovese
presstime staff writer

The Lexington (Ky.) Herald-Leader Co. planned to close its three-channel cable news and advertising text service TelePress Aug. 31.

The Lexington service thus becomes the third daily-newspaper-related, cable-text service to close this year [presstime, Aug. 1983, p. 12].

"After 16 months of operation and extensive research, our conclusion is that at this time in Lexington there is insufficient demand among both viewers and advertisers for such a service to make it self-supporting in the foreseeable future," said Creed C. Black, chairman and publisher. TelePress was a research and development project financed by the Herald-Leader's parent company, Knight-Ridder Newspapers Inc. [presstime, Nov. 1982, p. 16].

TelePress Director David M. Reed said the service had sustained "substantial losses which nobody expected." He confirmed a report published in the Herald-Leader that $100,000 in capital expenditures were invested in the project and that the service had amassed a $250,000 operating deficit.

The service consisted of a news channel, a sports channel and a community bulletin board/classified advertising channel. Average daily viewership of all three was 11,900 households out of the approximately 48,000 households on the system, Reed said. The average viewer watched the service twice a day for seven minutes per "viewing episode."

Viewership of the news channel leveled off at about 11.7 percent of the cable households watching daily and 35 percent watching on a weekly basis, Reed reported. The sports channel had a viewing audience of 9 percent daily, 24 percent weekly; the bulletin board/classified channel, 8 percent daily, 22 percent weekly.

Although the programming was precisely scheduled and the schedule publicized, viewers were not using the schedule but were tuning in while switching channels between programs or after cable movies, Reed said. Viewers expressed a desire to control what they were seeing, a finding that Reed said "gives me some hope for videotex and teletext," both of which allow the viewer to select pages for viewing.

Although about 10 percent of cable households said they had gone shopping for a particular product or service they saw advertised on TelePress, Reed said it was hard to convince advertisers they needed to add TelePress to their advertising mix. "The educational process was much longer than we anticipated."

Some parts of the service were more successful in attracting advertisers than others. For example, there was a waiting list of stockbrokers who wanted to advertise in the four time slots around the Associated Press stock market reports. Sports scores also did "fairly well," he said.

Research findings also determined that it would be hard to attract additional viewers to TelePress. When residents of cable households were asked to agree or disagree with the statement that "printed text on TV is boring," 68 percent of those who were not TelePress viewers agreed. When confronted with the statement: "TelePress contributes very little to the cable services offered to cable subscribers," 58 percent agreed.

While TelePress became the third such newspaper/cable casualty of 1983, ANPA Director/Telecommunications Affairs Kathleen Criner believes it probably will not be the last. The dropouts will come, in part, she said, because some contracts with cable system operations will be up for renewal.

"I think there are some people who are discovering it is not as big a business as they thought when they went into it," Criner said. Newspapers that approached it defensively, with the idea that cable TV might be a strong competitor for news and advertising revenue, "are finding out that cable still has a lot to do before it will develop into a strong advertising medium," she noted.

On the other hand, she said, "there are a number of people who went into it to learn and to develop skills they might use in projects with more sophisticated technologies. Many of them kept their costs quite low and are doing just fine. Many of those people will probably continue." □

Your new dish may have to be adjusted

A recent series of decisions by the Federal Communications Commission may mean some of the satellite dishes used by U.S. newspapers to receive copy from the Associated Press and United Press International will have to be repositioned.

In order to accommodate growing demand for orbital slots, the FCC has determined that the spacing between satellites should be reduced. The agency also has made adjustments to accommodate the needs of satellites that receive and transmit signals on two different frequency bands. On Aug. 12, the commission released a list of new orbital assignments.

According to AP communications counsel Michael Yourshaw, Westar III—the Western Union-owned satellite used by the two news services—is to be relocated from its current orbital "parking spot" at 91 degrees west longitude to 93.5 degrees and, ultimately, to 86 degrees. Each relocation would require corresponding adjustment by receiving dishes.

Yourshaw said the FCC has suggested the first move take place when Western Union launches Westar VI, the satellite scheduled to replace Westar III. The launch is planned for Jan. 29, 1984.

The reorienting of AP's 900 satellite receivers would be "time-consuming and costly," Yourshaw said. In some cases, when the dish is tilted—a procedure he likened to rotating a search light—the clear line-of-sight required between satellite and earth station may be blocked; this would require moving the dish itself. He added that the 86-degree position is too far east for good reception in parts of the West.

AP Communications Executive R. G. Hall said the news cooperative intends to recommend an alternative plan.

UPI spokesman William K. Adler said his company is concerned. But, he added, only 600 of the 1,300 dishes being used to receive UPI service would be affected. The remaining 700 are pointed toward another satellite, Westar IV.

Telecommunications notes

The Sept. 18 date for the commercial launch of **Viewtron**, the Knight-Ridder Newspapers Inc. telephone-based videotex service, has been scrubbed. Service startup in the three-county area of Dade, Broward and Palm Beach, Fla., now is tentatively scheduled for late October [presstime, , Aug. 1983, p. 13].

According to a Viewtron spokeswoman, the launch date was set back because parts of the communications network were not yet "fully checked out," some parts of the data base were not yet completed, and there were concerns about "possible uncertainties" caused by the Communications Workers of America telephone strike.

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Landmark Communications Inc. plans to establish its cable television division, **TeleCable,** as an independent company. TeleCable owns 20 cable systems in 15 states and is the nation's 14th largest cable system operator.

The move, announced Aug. 4, is being made to give TeleCable "more flexibility" in financing growth, said Frank Batten, chairman and chief executive officer of Norfolk, Va.-based Landmark.

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John O. Wynne, president of Landmark's Broadcast & Video Enterprise Division, said in late August that a decision would be made "in the next few weeks" whether to continue **The Weather Channel,** Landmark's 17-month-old cable TV weather network. Landmark has invested more than $32 million in the channel that has sustained losses averaging more than $850,000 a month [presstime, Nov. 1981, p. 25].

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A federal judge in Denver has dismissed a lawsuit filed by a nonprofit legal foundation challenging on First Amendment grounds the award of an exclusive cable TV franchise [presstime, March 1983, p. 21].

U.S. District Court Judge Jim R. Carrigan July 27 ruled that **Mountain States Legal Foundation** did not have standing to sue the city of Denver and franchisee Mile Hi Cablevision Inc. and its parent companies. To have standing, a party must show that it has been injured. At press time, an attorney for Mountain States said it was considering appealing the decision.

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In Nebraska, a U.S. District Court judge Aug. 5 issued a preliminary injunction barring the state's Public Service Commission from enforcing its cease and desist order against Commline, a cable TV service offered by **Cox Cable Communications** in Omaha. The PSC in April ordered Commline halted until it was certified as a common carrier [presstime, June 1983, p. 18].

On Cox's appeal, Judge Richard L. Robinson declined to rule on the merits of the case, ordered Cox to apply to the PSC for the certification, and stayed any further action in his court until the state regulatory proceeding and appeals are decided.

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ANPA and the Newspaper Advertising Bureau have mailed a nine-page questionnaire to approximately 160 daily newspapers in the United States seeking information on their cable TV operations or plans as identified in an earlier survey. The information will be used to put together a **handbook on newspaper/cable operations.** Survey results should be available at the ANPA-NAB telecommunications symposium. (See story, above.) □

Telecommunications issues to be explored at symposium

Speakers representing a wide range of involvement in telecommunications have been lined up for the upcoming ANPA-Newspaper Advertising Bureau telecommunications symposium "Charting Your Course."

The symposium, which will include an equipment exhibition, is scheduled for Oct. 25-27 at the Amfac Hotel at the Dallas-Fort Worth Airport [presstime, June 1983, p. 18].

Among speakers not previously announced are:

- Walter S. Baer, director of advanced technology of Times Mirror Co., who will talk about "Telecommunications Technology: Obstacles and Opportunities"
- Richard E. Wiley, of the Washington, D.C., law firm of Wiley, Johnson & Rein, who will give a legal and regulatory overview of the telecommunications industry.
- James F. Dorrance Jr., general manager of Chronotype Publishing Co., Rice Lake, Wis., who will speak on "How to Launch a Low Power TV Station"
- Joseph D. DiMarino, sales manager of VU/TEXT Information Services; Robert J. Farquhar, assistant managing editor of The Oklahoman and Times of Oklahoma City, Okla.; and Shaun Higgins, director of electronic publishing for Cowles Publishing Co., Spokane, Wash., all of whom will speak on "How to Leverage Your Newspaper Data Base"
- ANPA Assistant General Counsel Pamela J. Riley, who will discuss "How to Negotiate Contracts with Cable and Videotex Systems Operators"
- Robert M. Johnson, president and chief operating officer of Newsday, Long Island, N.Y., who will moderate a panel on "Cable TV: Problems & Possibilities." Panelists will include Robert L. Anderson, director of electronic publishing services at the Courier-Journal and Louisville (Ky.) Times Co.; Charles M. Kinsolving Jr., NAB vice president, marketing/new technology; Roland Weeks Jr., president and general manager of Gulf Publishing Co. Inc. of Biloxi, Miss.; and Timothy J. Brennan, manager of electronic information services of Sentinel Communications Co., Orlando, Fla.
- William L. Dunn, vice president and general manager of Dow Jones & Co. Inc., who will moderate a panel on "Electronic Publishing: Promise and Performance." Panelists will include Martin Nisenholtz, of the New York City advertising agency Ogilvy and Mather.

Registration is $250 per person for personnel from ANPA- and NAB-member newspapers and $350 per person for others. An optional "crash course" in telecommunications, scheduled for Oct. 24 and available only to ANPA and NAB members, will cost $50.

For details, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va.

Journalism educators reemphasize A-B-Cs

By Margaret Genovese
presstime staff writer

The issues uppermost in the minds of journalism educators today could be characterized as the A-B-Cs: the continuing controversies over **a**ccreditation, **b**udgets, and **c**urricula.

Those three matters were mentioned most frequently in presstime interviews of more than two dozen journalism educators during the August convention of the Association for Education in Journalism and Mass Communication in Corvallis, Ore.

Besides being asked to pinpoint the major issues confronting journalism education, the deans and professors were asked to suggest ways newspapers can help J-schools provide the kind of programs that will best suit newspapers' needs. This question elicited a more uniform response. Become acquainted with what journalism schools are doing, the educators advised, and then support them. The support, some added, need not necessarily be financial.

Accreditation. "Explosive" is the word William J. Thorn, associate professor at Marquette University's College of Journalism, used to describe the accreditation situation.

To Thorn, the powder keg is the balance of power between educators and professionals on the Accrediting Council on Education in Journalism and Mass Communications. "We need the professional input," he said, "but we, as academics, need to control and have the dominant voice in accreditation of our own programs." (ACEJMC took steps to try to defuse that issue at its last meeting, establishing a plan to give educators and professionals equal voting strength [presstime, June 1983, p. 24].)

Reese Cleghorn, dean of the College of Journalism at the University of Maryland, had another view on the accrediting controversy. He said "stress" on the so-called "75-25 rule" of the Accrediting Council is the leading issue in journalism education. That rule suggests journalism students take 25 percent of their courses in the journalism program, with the remaining 75 percent in the liberal arts and sciences.

Cleghorn said he is "strongly in favor" of keeping the ratio at 25:75, but he acknowledged there are "pressures always to add to your curriculum, pressures that lead you to establish more courses and require more courses." The way to address media professionals' "bona fide" complaint about the weak skills of some journalism school graduates is not by adding to the journalism curricula but by "stiffening standards in writing and editing," he contended.

Other educators questioned what accreditation really means and whether it is important, and they expressed skepticism that it is even considered by professionals who make hiring decisions.

Budgets. Last year, observed David C. Nelson, assistant professor at Purdue University's Department of Communication, he would have said "resources" was the most important issue in journalism education. "This year, I think it is probably still resources, but I think accreditation is probably the major political issue."

Several other educators joined Nelson in listing money matters among the major issues. Two who ranked it first—Milton Hollstein, professor of communication at the University of Utah, and R Neal Copple, dean of School of Journalism at the University of Nebraska—said resources are being strained by high student enrollments.

Those resources include, of course, the human kind. Robert Knight, professor at the University of Missouri's School of Journalism, said, "A lot of patchwork stuff is going on," such as full-time faculty members being replaced by graduate students, classes being canceled when a professor goes on a sabbatical leave and "demoralizing" salary freezes.

"The thing that is frustrating about it is that there seems to be no relief on the horizon," Knight said.

Resources also can take the form of the tools of the journalistic trade. In the spirit of keeping up with the business, several educators said journalism schools need to be equipped with state-of-the-art technology. "The days of relying on somebody's cast-off manual typewriter are long gone," said Jay B. Wright, associate professor at Syracuse University's Samuel I. Newhouse School of Public Communication.

Curricula. Coping with rapid changes in the communication business was mentioned most often by those whose concerns could be categorized as curricula-related. (See story, p. 8.)

Students need to be given a sense of the changes taking place and an understanding that they could well be communicating in the future "differently and in different surroundings," said George T. Crutchfield, director of the School of Mass Communications at Virginia Commonwealth University.

"Everybody worries whether we are doing the job for the modern world," added Emery L. Sasser, chairman of the Department of Mass Communications at the

Educators relax on the Oregon State University campus during session break.

University of South Florida.

The perennial problem of "trying to balance the academic needs of a university program against what is viewed by the professionals in the field as professional training that prospective journalists should receive" was a curricular concern cited by Lorin R. Robinson, chairman of the Department of Journalism at the University of Wisconsin at River Falls, and others.

R. Dean Mills, newly named director of Pennsylvania State University's School of Journalism, called this the main question in journalism education—past, present and future. "I think the answer is one has to steer a very careful course between those two demands," Mills said. "I think the better schools have always done that and . . . will continue to do that."

Newspapers' role. Mills said newspapers can help J-schools turn out the quality of graduates they want by "getting passionately involved in journalism education, by giving us their ideas, not only on how to educate print journalists but how to continue the process of education throughout people's careers." They also can, he said, "be sympathetic to requests for both financial and moral support."

Some of the items on the educators' "wish lists" are funds for modern equipment, scholarships, internships and opportunities (with a "minimal stipend") for educators to spend summers at newspapers.

They also suggested that the efforts already underway to close the gap between journalism professionals and educators, such as editor- and publisher-on-campus programs, should be expanded.

Over the years, of course, educators have been accused of living in ivory towers, somewhat removed from the "real world."

But one educator turned that accusation around. "I find that publishers and editors are often more isolated from journalism education than journalism educators are from the professional field," said Mary A. Gardner, professor at Michigan State University's School of Journalism. Some newspaper people, she suggested, live in "newsprint towers."

Convention report. During the Aug. 6-10 convention, held on the campus of Oregon State University, AEJMC members

Newspapers can help J-schools produce quality graduates by "giving us their ideas, not only on how to educate print journalists, but how to continue the process of education throughout people's careers."

R. Dean Mills
Pennsylvania State University
School of Journalism

adopted two substantive resolutions.

Passed without dissent, the first resolution called upon President Reagan to lift his directive requiring some federal employees with access to classified information to submit their writing for pre-publication review; to cease efforts to weaken the Freedom of Information Act; and to refrain otherwise "from restricting access to government information and interfering with the public's right to know."

The second resolution, dealing with government regulation of media content, sparked debate.

Almost identical to the policy statement adopted by the ANPA Board of Directors early this year [presstime, March 1983, p. 13], the resolution, as proposed, stated that AEJMC "reaffirms that the public interest is best served where freedom from content regulation is protected regardless of the means by which information is disseminated." It also said the educators' organization would welcome the opportunity to work with Congress to develop policy promoting freedom of expression.

John M. Kittross, professor of communications at Temple University, said the draft resolution overlooked what he called the "monopolistic" consequences of deregulation. "I, for one, would rather that an imperfect government that is somewhat subject to political pressure from its citizens be the one who keeps an eye on things than a monopolistic corporation subject to no one but itself," Kittross said.

Before it was passed by a narrow margin, the resolution was amended to state that freedom of expression should be protected from "undue government, economic or social controls."

There was some confusion about the effect of the resolution. Everette E. Dennis, dean of the School of Journalism at the University of Oregon, who spoke in support of the resolution, argued that it did not represent a "blank check." Rather, Dennis said, the resolution merely answered the question of whether AEJMC would take part in the debate over content regulations.

Dennis, who assumed the association's presidency shortly after the resolutions were adopted, told the meeting he had "no real desire to come into office on a divisive note." He said an unsuccessful effort had been made to schedule a convention session on the content regulation issue, and he promised that the topic would be debated at next summer's convention at the University of Florida in Gainesville.

Dennis is a member of the policy advisory board of the Freedom of Expression Foundation, an organization whose goal is the elimination of government regulation of the "free flow of information." (See story, p. 11.)

Trouble for the resolution was indicated at an earlier appearance at the convention by Sen. Bob Packwood (R-Ore.), founder of the Freedom of Expression Foundation. Following his remarks advocating repeal of content regulations, Packwood was told in a question-and-answer period that there was a "basic contradiction" in his argument. "On the one hand, newspapers can monopolize a town," commented Robert Picard, assistant professor at Louisiana State University's School of Journalism. "They can do whatever they want and not have to provide a response. Now you want to bring broadcasters down to that same level."

Packwood replied that he believed that "when publishers, either electronic or print, are free to say what they want, that is a step in the right direction, not a step in the wrong direction."

Picard later successfully offered the amendment to the content regulation resolution.

Packwood predicted that unless the so-called "content doctrines" are reversed "within the next decade, (they will) be applied to all forms of media including what we now call print." He said he would soon introduce legislation to eliminate the statutory basis for these content doctrines.

Doing more for minorities. Convention

keynote speaker Robert C. Maynard also sounded a warning note. The editor, publisher and president of The Tribune in Oakland, Calif., said the greatest risk to the nation comes, not from any foreign power, but from the "lackadaisical attitude" toward solving "basic social problems."

Maynard quoted statistics compiled by the American Society of Newspaper Editors showing that only about 5 percent of those employed in the newsrooms of America's daily newspapers are members of minority groups.

Calling the educators the "shapers of the shapers," he told them they have an "enormous" responsibility to encourage minority students to enter journalism.

Following the convention, the AEJMC Executive Committee approved a "statement of concern" calling for the association to appoint a "special commission" to develop strategies for training journalists of all races to report on the "racially and culturally diverse" U.S. society, placing large numbers of minority students in news organizations, and increasing the number of minorities on journalism faculties. New President Dennis said he would appoint the commission.

At a convention session on recruiting and retaining minorities in the media, Sherry S. Haklik, assistant to the director of The Dow Jones Newspaper Fund, reported on a survey of participants in the Fund's Urban Journalism Workshops from the beginning of the program in 1968 to 1978. The workshops, designed to interest minority high school students in newspaper careers, are conducted on college campuses under the cosponsorship of local newspapers.

Returns from approximately 250 workshop alumni showed that a majority had entered mass communications studies, but only about 10 percent are now working for newspapers. One educator in the audience called the finding "maybe the most scary statistic I've heard" during the convention.

Because of those findings, Haklik said The Newspaper Fund launched a newsletter for workshop alumni, changed the workshop guidelines and started contacting newspaper editors to see if they would be willing to receive the resumes of former workshop participants.

Deliberations on ACEJMC. As the responses of the educators to the presstime questions might suggest, accreditation also came in for a good deal of attention at the convention. In addition to a plenary session devoted to the history and process of accreditation, the convention was the setting for a meeting of a newly named ad hoc AEJMC committee on the subject.

Chairman John D. Stevens said the committee will address the question: "Is accreditation, as an idea or concept or process a useful one, or are there alternative ways to accomplish the many goals that are included when we say 'accreditation'?"

The panel reached no conclusions at the meeting. Stevens, a professor at the University of Michigan's Department of Communication, said he would devise a series of questions from the committee's discussions and solicit written comments on them. The group's aim is to prepare recommendations for the AEJMC Executive Committee meeting next April.

In a somewhat related issue, merger was approved during the convention period between the two associations for journalism school administrators—the Association of Schools of Journalism and Mass Communication, an organization to which only the administrators of the 81 accredited journalism programs may belong, and the American Society of Journalism School Administrators, whose membership is made up of administrators of both accredited and non-accredited schools.

The reasons for the merger, according to Donald G. Hileman, president of ASJMC, were overlapping memberships and agendas.

Hileman, dean of the College of Communications at the University of Tennessee, said the "elitist" attitude held by some early administrators of accredited schools "just isn't there" anymore. Both organizations approved the merger with "very few dissenting votes," he said.

Immediately following the convention, a new executive director of the Accrediting Council on Education in Journalism and Mass Communications was named. Roger A. Gafke, associate dean of the School of Journalism at the University of Missouri, was selected to fill the part-time position which combines the duties performed by the council's former secretary-treasurer and by the former executive secretary of ACEJMC's Accrediting Committee.

Meeting in conjunction with the convention, the ANPA Foundation/AEJMC Cooperative Committee on Journalism Education approved in principle a statement regarding tenure policies. The statement urges journalism schools to consider "outstanding professional activity" as "an alternative criterion to scholarly research and publication along with teaching ability and service, in tenure and promotion decisions at those institutions that emphasize both professional practice and scholarly research."

ASNE adopted the statement at its convention in May.

Convention registration was 672, down from last year's 694. □

Seminar planned on using research

ANPA Foundation will sponsor "Research about Newspapers," a seminar for news-editorial personnel, Nov. 11-12 at The Newspaper Center in Reston, Va.

The seminar has two goals, according to coordinator Guido H. Stempel III, professor of journalism at Ohio University. The first, he said, is to "bring participants up to date on research about newspapers, with a heavy emphasis on research that deals with news-editorial matters"; the second is to "provide an opportunity to facilitate cooperation between newspapers and journalism schools."

Stempel said participants should come prepared to talk about a research project they want to do.

In addition to Stempel, who is also editor of Journalism Quarterly, other seminar leaders will be Lee B. Becker, professor of journalism at Ohio State University and editor of Journalism Monographs; Maxwell E. McCombs, John Ben Snow professor of newspaper research at Syracuse University, where he also functions as director of the ANPA News Research Center; and Gerald C. Stone, chairman of the Department of Journalism at Memphis State University and editor of the Newspaper Research Journal.

Registration fee is $160. For more information, contact Judith D. Hines, vice president and director/ANPA Foundation, at The Newspaper Center. □

Sacramento Union fined, admits circulation misstated for 3 years

The Sacramento Union admitted in August that it had violated a state consumer fraud law by overstating its circulation for at least three years.

The morning daily paid a civil fine of $25,000 and also agreed to pay the $15,000 cost of the investigation into suspected circulation improprieties conducted by the Sacramento County district attorney's office at the Union's request.

In addition, the newspaper agreed to a rebate program to compensate advertisers whose rates in the past were based on erroneous circulation. The rebates, which will cover advertisers who placed ads between April 1, 1980 and March 31, 1983, could total $2 million, newspaper officials said.

Barry Hopwood, president of the Union, said he hopes to include in the rebate program eight local advertisers who filed a class-action lawsuit against the newspaper earlier this year [presstime, June 1983, p. 23].

Hopwood said management began to suspect circulation irregularities after Richard Mellon Scaife, already half-owner of the Union, purchased the 50-percent share owned by John P. McGoff last year.

The Union published a story this past April reporting that an internal audit indicated the newspaper's stated circulation was considerably in error. The newspaper asked the district attorney's office to investigate.

In May, the Audit Bureau of Circulations conducted a special audit and lowered Union daily circulation for the 12 months ending March 31, 1982, from its previously stated 112,022 to 91,437. Audited circulation for the year ending March 31, 1983, was 84,490.

Hopwood said the Union's attorneys are exploring ABC's "legal responsibility" for audits that over the past three years failed to uncover irregularities.

ABC Senior Vice President Howard W. Kutz said the bureau had no comment on the Sacramento situation and had not changed its auditing methods as a result of the problems there.

"Our auditing procedures were and are sound," Kutz said.

According to Hopwood, the district attorney's investigation determined that all the newspapers claimed as circulation did in fact come off the presses. "They were printed on very real paper costing very real dollars," he said. The excess, unpaid copies were given to independent dealers who were told to distribute them as part of a "sampling campaign." When some dealers said they could not deliver all the newspapers on schedule, he said, unnamed newspaper officials told them to "dump them."

The newspaper has instituted more checks and balances in its distribution system to guard against such abuses, Hopwood said.

The Union's former circulation manager, Frank R. DeMarco, also was named in a complaint issued by the district attorney. That case is still outstanding.

Neither DeMarco nor McGoff, former president of Panax Corp., could be reached for comment.

Also pending, on the East Coast, is a suit filed earlier this year by The Trentonian against ABC and The Trenton (N.J.) Times. In that suit, The Trentonian alleges fraud, violation of state and federal antitrust laws, monopoly of a newspaper market and conspiracy to restrain trade.

In August, The Times filed an answer denying those allegations and charging The Trentonian with antitrust activities and fraud. □

Liaison committee plans meeting with ABC board

The joint ANPA-Newspaper Advertising Bureau committee to oversee liaison with the Audit Bureau of Circulations hopes to meet with ABC directors this fall. The meeting would be in conjunction with ABC's annual conference, scheduled for Nov. 8-10 in Los Angeles.

Committee Chairman Edward W. Estlow, president and chief executive officer of Scripps-Howard, plans to hold a committee meeting prior to the ABC conference to discuss agenda items. □

Minn. judge rules newsrack statute unconstitutional

Minneapolis has been permanently enjoined from implementing an ordinance that would require annual fees for newsracks and would place strict controls on their location.

Judge Stanley D. Kane of Hennepin County District Court ruled that the ordinance violates freedom of the press under both the U.S. Constitution and the Minnesota Constitution.

"By establishing the constitutional parameters, the case will be helpful to all cities and newspapers trying to deal with newsrack placement," said Patricia A. Hirl, associate general counsel for the Minneapolis Star and Tribune Co.

In his August decision, the judge noted that the city had found "no reports of significant personal injury or property damage caused by the placement of newsstands on public sidewalks in the City of Minneapolis." He said that any municipal need to regulate the location of newsstands could be satisfied by prohibiting them in certain locations and by asking owners to submit lists specifying any sidewalk locations.

Hirl said her newspaper is distributing the decision to a number of suburban Twin Cities jurisdictions that also have attempted to regulate newsracks.

In addition, the newspaper company is considering ways to work with Minneapolis officials to resolve any perceived problems with newsracks.

According to court documents, there are about 1,000 newsracks on the streets of Minneapolis. They belong to the Star and Tribune; USA Today; Minnesota News Services Inc., a newspaper distributor; Northwest Publications Inc., which publishes the St. Paul Pioneer Press and St. Paul Dispatch; and Minnesota Music Publishing Inc., which publishes a free-distribution publication. All were plaintiffs in the suit that was filed last March after the Minneapolis City Council approved the new ordinance [presstime, May 1983, p. 46].

Hirl said the ruling was spurring many calls from newspaper-business publications, indicating concern over recent nationwide, newsrack-control proposals. □

Some award-winning newspaper photography

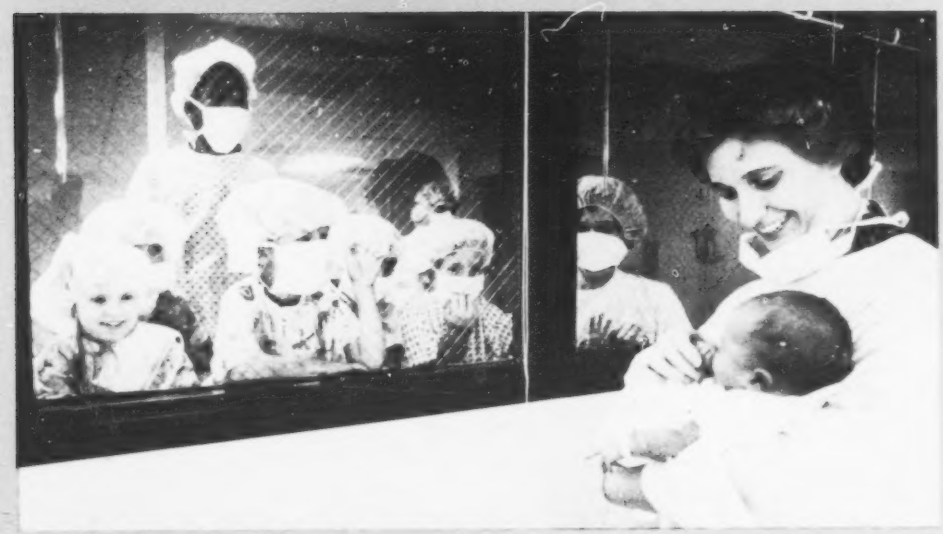
Jerry Lower's scene from **Easter Seals Camp** (top) was part of a series that appeared in The Southern Illinoisan of Carbondale and won first place/feature photography in the Illinois Press Association's Newspaper Contest.
Winter Pasture (above) took top honors in the Daily Division of the New Jersey Press Association's Photography Contest for Dennis McDonald of the Burlington County Times, Willingboro.
Tears of Farewell (right), by Seny Norasingh of The News and Observer of Raleigh, captured first place in the North Carolina Press Association's judging of photography published in newspapers of over-35,000 circulation.

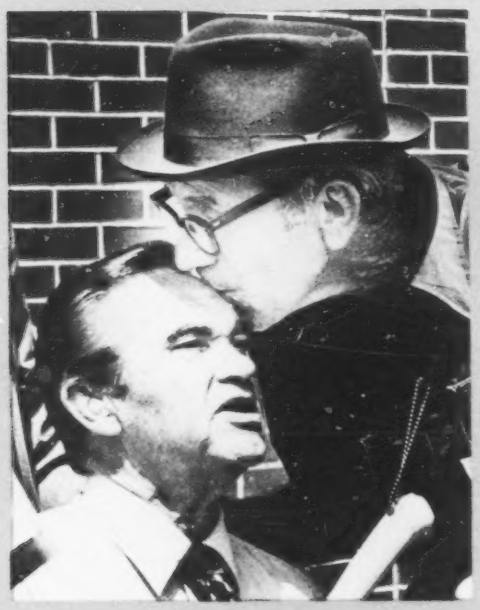
For **Tennis Concentration** (left), Fred Comegys of The Morning News in Wilmington, Del., was awarded first place/sports picture for dailies over-50,000 circulation in the Editorial Contest of the Maryland-Delaware-D.C. Press Association.

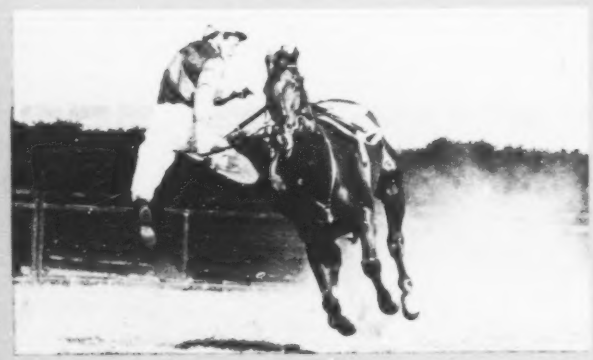
Young Audience (immediately below), by Dianne Laakso of the Jackson Daily News, was best feature photograph for dailies over-12,000 circulation in the Mississippi Press Association's Better Newspaper Contest.

The Birmingham Post-Herald's Michael McMullan had the best news photo, **Campaign Affection** (lower left), in the Daily Division of the Alabama Press Association's Better Newspaper Contest.

Whoops (lower right), by Maxie Roberts of The State in Columbia, won first place in the South Carolina Press Association's judging for sports photography among daily newspapers.







Lucy Wilson Benson

She chairs the council that chides the press

By C. David Rambo
presstime staff writer

Unfortunately, says Lucy Wilson Benson, many people see the media as omnipotent forces bullying their way through society.

"There are just loads of people and organizations who in a way have given up on the press," she says. "They're not big enough to sue. They can't get anywhere with talking to the editor."

That's why the National News Council is so important, says Benson, the relatively new chairman of the council. It offers an independent channel for hearing grievances and serves as a forum for ethical issues involving the news media.

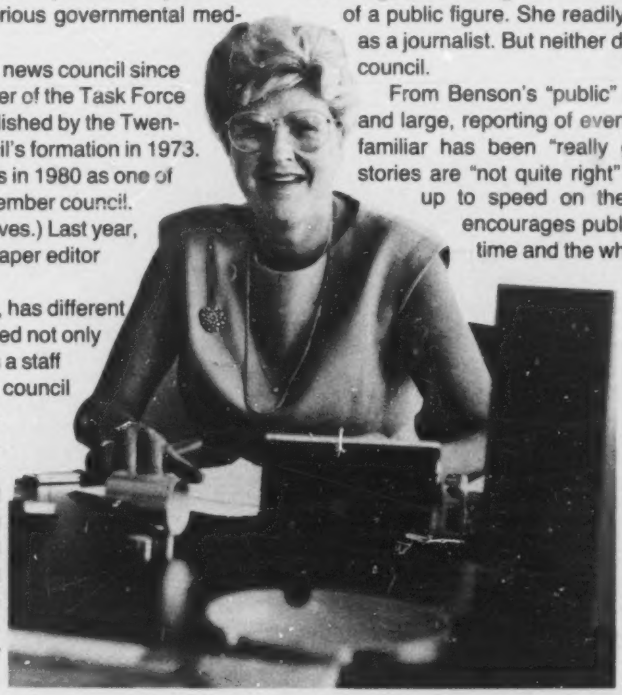
But Benson stresses that the New York City-based organization doesn't exist primarily to protect the public. "The reason we need a National News Council is for freedom of the press," she asserts. The press needs protection from possible consequences if "people's devotions to freedom of the press get less and less . . . as they get madder and madder."

Retribution already is showing up in big-money libel judgments, she notes, adding that other indicators include concerted efforts to restrict press access under the federal Freedom of Information Act. She believes more active media support of the council—and more self-examination on the part of the press in general—could head off even more serious governmental meddling.

Benson has been a proponent of the news council since before there was one. She was a member of the Task Force on a Free and Responsive Press, established by the Twentieth Century Fund, that led to the council's formation in 1973.

The council appointed her to its ranks in 1980 as one of 10 "public" representatives on the 18-member council. (The other eight are "media" representatives.) Last year, it elected her to succeed veteran newspaper editor Norman E. Isaacs as chairman.

Under a bylaws change, Benson, 56, has different responsibilities than did Isaacs. He served not only as leader of council meetings but also as a staff member who helped research and write council opinions. Following Isaacs' retirement, those duties were split into two positions. There is a chairman—Benson—who essentially leads council discussion and may be either a public or media voting member; and there is a president and chief executive officer, a voting media member who assumes daily administrative responsibility. Richard S. Salant, former president of CBS News and former vice chairman of NBC, fills that slot.



A 1949 graduate of Smith College, where she also earned a master's degree in history in 1955, Benson came to the council with a varied civic and professional background. She served former President Jimmy Carter from 1977-80 as undersecretary of state for security assistance, science and technology. She was Massachusetts secretary of human services in 1974-75 and national president of the League of Women Voters in 1968-74.

Her news council duties do not constitute a full-time occupation, although she is heading up a major fund-raising effort for the council that she says demands much extra attention. She continues to run her own business and government consulting firm, Benson & Associates Inc. of Rosslyn, Va.

According to other members, the news council is well-served by Benson. Michael E. Pulitzer, associate editor of the St. Louis Post-Dispatch, says "media people were very confident" with Norman Isaacs as chairman. "He was sort of like an old shoe." But Benson has proven to be "an aggressive woman and a strong personality. (The council) is in good hands."

Margot Huston, editorial writer of The Milwaukee Journal, commends Benson for her thoroughness and efficient organization. "It's very difficult to find people like Lucy who are willing to sacrifice the time for the news council," Huston says.

In Western Massachusetts, where Benson has maintained her home in Amherst for nearly three decades, the council chairman is known among the press as a newsmaker who aids the reporting process by being open and straightforward. "I have never had trouble getting a straight answer from Lucy Benson," says Nancy Newcombe, a reporter at the Transcript-Telegram in Holyoke, Mass., who has covered Benson in local government roles.

Because of her experience as a newsmaker, Benson has the advantage of knowing how the media work from the perspective of a public figure. She readily admits she has no credentials as a journalist. But neither do other "public" members of the council.

From Benson's "public" perspective, she finds that, by and large, reporting of events with which she is personally familiar has been "really good." But many times news stories are "not quite right" because the reporters are not up to speed on the background of a story. She encourages publishers to give reporters enough time and the wherewithal to tackle assignments properly.

Benson is married to Bruce B. Benson, a professor of physics at Amherst College. She says she has many hobbies but is particularly interested in swimming, "animals, travel, people, what's going on in the world and trying to solve problems." She also says she is fond of automobiles, although her only car is a "second-hand" Chrysler. "I'd love to have one of those new Corvettes," she admits. □

Reflecting on four years in journalism school

By Suzy McAuliffe

Every time I think of the dinner table I realize how little I learned in journalism school.

I guess it goes back to my childhood and a game my father used to play just as the family was sitting down to eat.

"So, what'd you learn in school today?" he'd ask, grinning and peering at me over his glasses.

"Nothin', " I'd reply, with little interest.

"Nothing? You mean to tell me you were at school all day and you didn't learn anything?"

"Yeah. I learned I don't want to go to school anymore."

We'd laugh, dig into our meat loaf and start talking about something that really had happened.

Today, if he asked me what four years of journalism courses had taught me, I'd probably still say, "nothin,' " and start discussing the meat loaf. A favorite professor of mine did try to teach me the difference between "affect" and "effect," but I don't think I ever learned that too well.

McAuliffe works on a story.

The point is, journalism courses alone won't help in the "real" world. Knowing the history of the Gutenberg press won't make things easier when a computer breaks down. Making an "A" in newswriting won't help develop a newswriting style. Being able to type 30 words per minute won't make understanding a video display terminal simple.

Last year 5,721 people graduated nationwide with journalism degrees in the news-editorial sequence. If any of them studied basic newswriting, copyediting and layout without leaving the lecture hall, they missed a lot. Working journalists will tell you the only way to learn, really learn, is by doing.

I remember the first time I sat down to write a story on deadline. I was a junior transfer student at Texas Christian University and had never worked in a newsroom. I felt like a freshman—scared of the editors, scared of the reporters, scared of the assignments.

The chance to prove myself came when I was assigned to cover the Rev. Jesse Jackson at a press conference in Fort Worth. What a nightmare. After the press conference, I sat in front of an empty VDT screen for at least an hour trying to think of a lead, trying to remember what this distinguished speaker had said, trying to look busy. I couldn't do it. I couldn't write. And I began to wonder exactly what I had learned in two years.

In general, it's difficult to say what's right and what's wrong with journalism schools because all schools are different. Communications theory is necessary for an overall understanding of the profession. Lectures about style and deadlines are helpful. But no matter where you go, the curricula alone won't be enough. Each student must make the courses work for him or her by coupling them with internships or student-publications work.

The combined experience of classroom and newsroom is invaluable.

Law and ethics, a class I found tedious and boring, came in handy after graduation when I was doing a story about child support. Specialized writing, an elective, has helped with articles concerning the medical field. News writing and feature writing taught me a tolerance for constructive criticism and a respect for responsibility.

The main thing educators neglect to do is teach students the business of journalism. They forget to tell them about the influence of advertisers, from whose coffers come about three-fourths of a newspaper's revenue. They forget to tell them stories must please the publisher as well as the readers. Like any business, newspapers can't exist without a profit. That was something I didn't want to believe.

I've heard a lot of the graduates where I work complain about their journalism education. After that first, second or third job, they realize they don't know much about accounting, computer programming, management, statistics. They deal with business people every day, and they can't even speak their language.

So many times I've kicked myself for not taking more than the two or three basic business courses I had. How can you interpret a published study if you don't understand percentages? Those are things most people learn only if required. Journalists should be required to learn them.

In retrospect, I'm not sure I would major in journalism if I had the chance to do it over.

A Gallup Poll sponsored in February by The Dow Jones Newspaper Fund found daily newspapers hired more college journalism graduates than any media-related field. An earlier survey by the same institution found that 86 percent of responding newspaper editors said they hired people with journalism degrees. Surely those pieces of paper mean something.

But if someone asked me what a news-editorial degree had over any other degree, I'd have to think hard before answering. □

McAuliffe is a feature writer for the San Angelo (Texas) Standard-Times and a contributing writer for San Angelo Magazine. She is a 1982 graduate of Texas Christian University, where she majored in journalism, was editor of the daily student newspaper, and received the Society of Professional Journalists, Sigma Delta Chi, award for the outstanding journalism graduate.

Earlier deadlines: Are they a threat to P.M.s?

By C. David Rambo
presstime staff writer

Deadlines of evening newspapers continue to be put back earlier and earlier, and many in the p.m. camp have surrendered to time pressures by switching to morning publication.

But unlike years past when newsrooms virtually without exception scrapped for every spare minute they could get before press time, today there is varying opinion on how much difference an extra hour or so really makes.

"Obviously, there is later news that we don't get in, but I'm not sure today how vital that is," says Joseph J. O'Conor, managing editor of The Blade in Toledo. "There's always going to be something breaking, no matter what time you go to press."

Anthony E. Insolia, editor and senior vice president of Newsday on Long Island, N.Y., agrees with O'Conor. "You publish a newspaper for a 24-hour cycle, right? What difference does it make" where that cycle starts and stops?

"I don't think the evening paper lives or dies on breaking news," echoes George J. Lockwood, assistant managing editor for features of The Milwaukee Journal.

However, Lockwood and some other p.m. editors are uneasy about ever-earlier deadlines. "There is an increasingly smaller window to do (developing) stories," Lockwood observes.

"Our biggest problem is that first edition," says Robert J. Fink, managing editor of The Press Democrat of Santa Rosa, Calif. "We just don't have as much day-of-publication news as we used to."

For example, because of the three-hour time difference between coasts, the Santa Rosa daily used to be able to run final New York Stock Exchange listings for the day. With earlier deadlines, it now carries midday prices.

A harder line on the deadline dilemma is taken by Peter C. Hearne, deputy managing editor of The Record in Hackensack, N.J. Adopting a grin-and-bear-it approach to increasingly earlier deadlines is "just kissing off too much," he says. "You just never know when something's going to happen."

Journal and Courier

Earlier deadlines mean noontime sales for the Journal and Courier in Lafayette, Ind.

Reasons for earlier p.m. deadlines are varied. But they fall into these general categories:

- Increasing traffic congestion. Lockwood of The Milwaukee Journal says heavier metropolitan traffic flow beginning in mid-afternoon forced earlier deadlines to get the Journal to homes by 5 p.m., which the paper considers the latest acceptable delivery time.
- The growth in preprint volume. The stuffing operation, whether done by hand or machine, is time-consuming.
- A change in street-sales strategy. Many p.m. dailies have begun pushing mid-morning street sales to maintain circulation. The circulation department of the St. Louis Post-Dispatch claims that "if you don't get the first edition out for the lunch crowd, it doesn't do us much good," reports Assistant Managing Editor Ronald D. Willnow. Similarly, Robert C. Kriebel, editor of the Journal and Courier of Lafayette, Ind., says earlier deadlines have made it possible to sell "several thousand copies" in downtown newsracks around lunchtime.
- Bigger papers. Insolia of Newsday attributes the need for earlier deadlines to growth. The production crew simply needs more time to put out fatter editions and larger press runs, he says.

When the newspaper's circulation was 250,000, he recalls, press time for the first edition was 7 a.m. Now, with circulation of 513,728, Newsday's first-edition press run starts at 2 a.m. for street sales that start at 7 a.m.

If there is a bright spot in the p.m. deadline picture, it is that further technological developments should mean a savings of time here and there. Particularly promising is the advent of electronic page makeup, which already is helping in some locations.

"With pagination, we are gaining some time," says Steve Pappas, managing editor of the News and Journal of Daytona Beach, Fla., which recently moved its deadlines back.

Other, future timesavers may include improved inserting equipment, flexographic printing, computer-to-plate systems and faster editorial front-end systems.

But for some evening papers, those technological breakthroughs may come too late.

"We're now to the point that our deadlines are either going to go earlier—which we (in the newsroom) are saying we can't do—or we're going to a.m.," says Fink of Santa Rosa.

He says a recent readership survey revealed that many people think "everything in your paper is old." □

transportation exchange

Transportation notes

Restrictions have been lifted on the 48-hour "free-time" rule for newsprint **shipments** within the South and from the South to all areas east of the Rocky Mountains. "Free time" is the period a railroad provides a receiver to unload a boxcar before demurrage charges are assessed [presstime, June 1983, p. 33].

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A proposed 5-percent **increase on certain newsprint freight rates** has been postponed indefinitely. The rate hike for shipments from central and eastern Canada to U.S. destinations east of the Rocky Mountains did not become effective July 1 as scheduled because of a lack of concurrence by U.S. railroads [presstime, July 1983, p. 33].

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For $93 million, the Chicago and North Western Transportation Co. has **purchased 720 miles of railroad lines** and related facilities from the bankruptcy trustee of the defunct Rock Island and Pacific Railroad Co. Meanwhile, authority granted to various railroads to provide interim service over lines of the Rock Island was extended through Jan. 31, 1984 [presstime, March 1983, p. 22].

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Conrail reported net income of $97.2 million on revenues of $778.4 million for the second quarter of 1983—the highest quarterly net income since the railroad began operations in 1976. For the first six months of 1983, the railroad reported record net income of $109.9 million on revenue of $1.5 billion.

In a related development, Santa Fe Industries Inc., parent company of the Atchison, Topeka & Santa Fe Railway Co., said it may be interested in **acquiring Conrail.**

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The threat of a possible work stoppage by members of the International Longshoremen's Association against Atlantic and Gulf Coast ports has been averted, at least temporarily.

Waterfront employers and the union July 29 **renegotiated their master contract.** If ratified by the rank-and-file, the new terms will be added to the three-year master contract that is scheduled to take effect Oct. 1 [presstime, Aug. 1983, p. 34]. □

Equipment for sale

Compugraphic 4961 TL, with fonts and spare reader, $250; Compugraphic direct-input keyboard, $300; Varityper 1010, $200; three Compstar 191s, make offer; two Alden flat-copy scanners, $200 each. All in good working condition. Contact Jim Robertson, production manager, The Sentinel-Record, P.O. Box 580, Hot Springs National Park, Ark. 71902; (501) 623-7711.

Philips office computer (P-320) magnetic records. Applications include advertising rate calculations, accounts receivable and payable, statements, ledgers, reports, service charge, W-2 forms, etc. Good for weekly or small daily. Good working condition; purchased new in 1976 for $17,000. Best offer.

Also, Mohrdry (ME-5) rotary film dryer, spare parts included; good condition, $200.

Brown plate sink (1710), 31" x 42", new rubber mat, foot pedal; excellent condition, $350.

Contact W. Ryan Kegel, assistant publisher, Ellwood City Ledger, 835 Lawrence Ave., Ellwood City, Pa. 16117; (412) 758-5573.

Nine TI 765 remote portable terminals (six 40k/three 20k); good condition, $1,500 each or best offer. Contact Dennis Webb, The Plain Dealer, 1801 Superior Cleveland, Ohio 44114; (216) 344-4129.

Mail room equipment: belt conveyors, all fabric belt type. Sections as follows: one 10'6"; two 10'6"; one 19'; one 15'; four passage gates, 6' 220-208/460 volts; two pneumatic diverters.

Composing room: three Harris phototronic TXT IIs (serial nos. 373, 440, 441); all have microdata computers and on-line processor/dryers; point sizes available: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60, 72; many spare parts.

Also, eight Fairchild Electroset model 430 perforators, some spare parts; two DEC PDP-8E computers, 32K memory, including seven RK05J-AA 1.6m 12-bit word disk drives, two PR68-D paper-tape readers, six PP67-D eight-level BRPE punches, two TU 56 dual DEC tape drives and two VT05 terminals.

TXT type disks are also available: four Futura demibold and Futura demibold obl., two Futura Book and Futura Book cond., five Futura 4B and Futura Book cond., four Futura 4B and Futura 4B bold; two Bodoni modern and Bodoni modern ital.; two Baskerville and Baskerville ital.; two Futura bold and Futura bold obl.; four Bodoni modern and Bodoni modern cond.; four Futura Book and Futura Book obl.; five Futura medium and Futura medium obl.; two Futura bold and Futura bold cond.; two Futura Book and Futura Book cond.; two 9-pt. Royal and 9-pt. Royal bold; two Bodoni Book and Bodoni Book ital.; two Century Schoolbook bold and Bodoni bold; two Futura 4B with TV characters; two Bodoni bold and Bodoni bold ital.; two Futura extrabold and Futura extrabold cond.; two Garamond and Garamond ital.

Also, one Compugraphic 7200 (high-level). All as is where is. Make offer. Contact Larry Dschaak or Clay Myers, The Tri-City Herald, P.O. Box 2608, Tri-Cities, Wash. 99302; (509) 586-2121.

Six units of Goss Headliner, Model 882, double 2:1 folder, color half deck, conveyor, all controls, balloon former, 22¾" cutoff. Equipment in storage, available immediately. Contact Dean A. Krenz, publisher, Sioux City Journal, P.O. Box 118, Sioux City, Iowa 51102; (712) 279-5068.

Equipment Wanted

The World Press Freedom Committee seeks used equipment for newspapers in developing nations.

There is urgent need to improve printing facilities of several independent Caribbean newspapers. Crating and shipping costs will be met.

Requests are from:

- New Chronicle, Dominica, West Indies—Typesetting equipment.
- The Vincentian, St. Vincent—Heidelberg (Kord 64) press, 18½" x 35½" cylinder, or similar, with spare parts and tools; NUARC platemaker or similar type, or spare parts for a Little John Rotex platemaker; transformer and spare parts for vertical camera Kemro 2K 801100; two driving belts for Fidem typesetting machine; three AKI machines with support tape reader and photo developer, or similar equipment.
- Agence Zaire-Presse—Basic set of darkroom equipment for processing and printing 35mm film.

Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.

Will Teamsters come a-courting?

ITU and Guild go their separate ways

By Clark Newsom
presstime labor writer

The death of a plan to merge the International Typographical Union and The Newspaper Guild will have a major effect on newspaper industry labor relations, according to specialists in the field.

The end of the six-year effort to join the two unions came in August after delegates to the ITU's convention in San Francisco voted 122-86 against a committee report recommending approval of a merger document [presstime, Aug. 1983, p. 26].

Following that action, the Guild's International Executive Board and the ITU's Executive Council canceled membership referenda scheduled for late September on the merger proposal.

"The decision of the ITU convention," said ANPA Vice President/Human Resources Roy W. Anderson, "shifts the ITU leadership base from a sharing position of merger with the Guild to joining an established union such as the Graphic Communications International Union, Teamsters or Communications Workers of America. All of these (unions) have strong and established leaders and policies that will change the degree of control and power that the ITU has protected since its inception in 1852."

Guild President Charles A. Perlik Jr. and ITU President Joe Bingel said in a joint statement after the convention there was no reason to press for a vote of the unions' members because the outcome "already can be foreseen."

Perlik told presstime that "any further negotiations would be fruitless for the near future." He said he hoped the failure to merge "will not signal a period of hostility" between the two unions.

"This is not a time for hostility," said Bingel. "While we won't be talking merger, we will be working together."

Bingel said the ITU will be talking with other "communications" unions, such as the CWA and the newly formed GCIU [presstime, July 1983, p. 49]. Regarding possible talks with the Teamsters, he said there is "nothing imminent."

Presser's appearance. Jackie Presser, the new president of the 1.8-million-member Teamsters, caused a stir at the ITU convention when he offered to make the ITU a "national division" of his union. He said that in obtaining background information for his speech, he was "stunned by the amount of unorganized newspapers" in America. "We of the Teamsters are going to represent that industry," he told the convention.

Presser's convention address, which was enthusiastically received by the 230 delegates, has been cited as a leading reason for the delegates' subsequent rejection of merger with the Guild.

But others said the reason the marriage was not consummated was the merger document itself, which, among other things, provided for a dual dues structure—one for ITU members and a lower one for Guild members.

Another factor was the 3-to-2 split in the ITU's executive council on the question. Vice President Robert S. McMichen and Secretary-Treasurer Thomas W. Kopeck opposed the merger, while Bingel and the other two vice presidents, Robert L. Wartinger and Allan J. Heritage, supported it.

"I don't think (Presser's speech) affected the failure of the merger," Bingel said. "Those that were for and against merger when they came to the convention were the same when they left."

However, the Guild's Perlik said there was "no question" that Presser's "intervention" was a factor. He said the Teamsters leader's proposal, "as vague and unspecific as it was," gave more ammunition to opponents of the merger.

Before the delegates voted on the merger, Perlik made a final plea for creation of the proposed Media Workers International Union. Commenting on Presser's speech earlier in the convention, he noted that "some of you, and the media, have commented about the Guild delegation remaining seated, stone-faced, during that appearance. I put it to you: If you had courted your high school sweetheart for six years and finally fixed the date for the wedding, would you stand up and cheer while the big guy next door invited her to split en route to the altar?"

Harry Bridges (left), retired president of the International Longshoremen's Association, greets ITU President Bingel (right) at convention while Teamsters President Presser looks on.

Bingel said he invited Presser to address the convention for the same reason he invited CWA President Glenn E. Watts last year. "A number of people said if we don't join the Guild, we'll go to the Teamsters. I thought the best thing to do was to clear the air. We've had a good relationship with the Teamsters over the years. We have a no-raiding pact with them." He noted that Watts also had been "a controversial selection" as convention speaker.

The ITU president said he also had invited GCIU President Kenneth J. Brown to address the convention. "If he had come," Bingel added, "there wouldn't have been all this hoopla over Presser."

On the possibility of the ITU's affiliatiing with the Teamsters, Bingel was noncommittal. "There are a lot of subjects that would have to be discussed," he said.

For one thing, the Teamsters union does not belong to the AFL-CIO as do the ITU, Guild and GCIU. The union was expelled from the federation 26 years ago for alleged internal corruption. Murray Seeger, the AFL-CIO's director of information, said in August there is "no immediate movement toward reaffilation."

ANPA Manager/Labor Relations Charles Cole, who had expressed doubts all along that the ITU-Guild merger would materialize, is now predicting that the ITU will affiliate with the Teamsters next year. "On balance," he said, "the pluses of joining the Teamsters exceed the reasons for affiliation with any other union. Failure to do so might well cause defection by many locals and so weaken the ITU financially that its survival as a union would be in jeopardy."

But Darrow Tully, chairman of the ANPA Labor and Personnel Relations Committee, said, "My inclination is that the ITU won't merge with the Teamsters." Tully, publisher of The Arizona Republic and The Phoenix Gazette, also noted that the action of the ITU's delegates was "not a vote against merger, but against merger with the Guild."

The Guild's Perlik also has doubts. "There is a long way to go before any merger between the ITU and Teamsters," he said, adding that his union "will look at all possible mergers, including the GCIU."

There are 87 Teamsters labor agreements with newspapers on file in the ANPA Labor and Personnel Relations Department. Fifty-nine cover drivers, 19 cover white-collar workers such as circulation district managers, and nine cover miscellaneous units including mailroom and maintenance workers.

The ITU executive council is under convention instruction to "vigorously pursue" merger with other unions. But one factor that stalls any immediate merger action is that Bingel and three other council members will be on the campaign trail this fall. Bingel is being challenged for his union's presidency by Vice President McMichen. The election for the three-year term beginning Jan. 1 will take place Nov. 16.

"You are not going to go any place until after the first of the year because you are going to be going through an election, and certainly nobody is going to talk to you until they know who the officers of the union are going to be," said Leon Olson, president of San Francisco Bay Area Typographical Union No. 21.

The only international officer running unopposed is Vice President Heritage. Vice President Wartinger is being challenged by B.J. Austin, president of the Denver local. Raymond E. Brown, former international representative and now director of the ITU's Bureau of Contracts, and William J. Boarman, president of the Washington, D.C., local, are running for the vice presidency being vacated by McMichen. Secretary-Treasurer Kopeck is being challenged by Robert E. Petersen, secretary-treasurer of the Washington, D.C., local.

Bingel, Brown, Heritage, Petersen and Wartinger are the endorsed candidates of the union's Progressive Party.

Other action. The Guild merger question and the nomination of candidates for international office dominated the Aug. 6-12 proceedings in San Francisco. Only 47 propositions were submitted for the delegates' consideration, the fewest in recent convention history; 24 were adopted, none of which affect the union's bylaws or general laws.

A proposition concerning increased organizational efforts for new members, which would be a constitutional amendment, will be voted on in a membership referendum concurrent with November's election of international officers. It provides that $400,000 be transferred from the general fund to replenish the organization fund, which had a balance of $94,387 as of May 31. It further provides that whenever the organization fund falls below $100,000, international dues will be increased by $1 a month until the fund reaches $400,000. During the convention, it was disclosed that the union lost about 2,000 members last year and that the working membership stands at 38,600.

The delegates turned down a proposition submitted by New York Typographical Union No. 6 President Bertram A. Powers that would have given the international president new authority and deleted an ITU constitutional requirement that the union's president reside in Colorado Springs, Colo., site of ITU headquarters. Powers had announced that approval of that proposition might have led to his candidacy for international president [presstime, July 1983, p. 48].

During debate on the Guild merger, Powers said the ITU should merge with the GCIU instead. "Our future is not in the newspaper industry," he said. "Our future is in the commercial field."

ANPA's Anderson told the convention that he was concerned about the skills of the union's members. "I believe it is critical to our competitiveness in the newspaper business and to our management-labor relationships," he said. "I believe that new productivity investments will not allow evolutionary time to change from one skill to another. Employees must acquire new skills in anticipation of these investments."

Improving quality and productivity "must become a way of life," he said. □

GCIU's Brown joins AFL-CIO high council

Kenneth J. Brown, president of the Graphic Communications International Union, has been elected a vice president of the AFL-CIO.

His election to the 35-member executive council marks the first time in a decade that a union leader from the printing and publishing industry has made the council.

The GCIU was created July 1, 1983, through a merger of the Graphic Arts International Union and the International Printing and Graphic Communications Union [presstime, July 1983, p. 49].

NLRB judge says NY Post should give Guild information

An administrative law judge has found that the New York Post violated the Taft-Hartley Act by failing to provide requested information to Local 3 of The Newspaper Guild.

Judge Harold B. Lawrence of the National Labor Relations Board said the newspaper engaged in unfair labor practices for more than a year by delaying delivery of a list of minority employees by name and job classification, along with a history of their promotions.

Furthermore, said Lawrence, the Post illegally refused to furnish information on sick leave taken by employees; on the subcontracting of work to outside firms; and on people holding independent contractor, free-lance or stringer status with the paper.

Citing NLRB precedent, the judge said a union is entitled to information that may be relevant and "reasonably necessary" for the proper performance of its duties. "The fact that the requested information may relate to employers and employees outside the represented bargaining unit does not, by itself, negate its relevance," he noted.

Lawrence said the newspaper's response that requested data can be obtained from other records does not constitute compliance with the act. "The Guild is not required to undertake a burdensome investigation to extract and distill information from a mass of records when the same data is readily at hand to the employer," he said.

The company's reliance on a 1980 court decision upholding the Baltimore Sunpapers in a similar case [presstime, Aug. 1980, p. 38] was "misplaced," Lawrence said. In the Baltimore case, he noted, the union was found to have misused information given to it by the Sunpapers.

Ruling on another point, the judge found the Post did not violate the act by refusing to give the union copies of reports that had been filed with the federal Equal Employment Opportunity Commission.

He also noted that only the aggregate amount paid to independent contractors for editorial matter must be disclosed—not the financial arrangements between the publisher and individual contributors. "The amounts paid to individual non-unit writers are required to be kept confidential out of concern for the right to privacy of those persons, who are not represented by the union," he said.

Lawrence recommended that the board order the Post to furnish the information required by law.

Sidney Orenstein, an attorney for the newspaper, said in late August a decision had not been made on whether to appeal the ruling to the board.

(The New York Post Corp., wholly owned subsidiary of News Group Publications Inc. and Newspaper Guild of New York, JD-[NY]-52-83) □

Deliverers found to have violated law

An independent deliverers' union violated the Taft-Hartley Act during a recent strike by Local 3 of The Newspaper Guild against the New York Amsterdam News, an NLRB administrative law judge has found.

Judge Joel P. Biblowitz found that after the Guild struck the New York City weekly Feb. 1, representatives of the Newspaper and Mail Deliverers' Union unlawfully induced employees of wholesalers not to handle the newspaper.

The deliverers' union is appealing Biblowitz's decision to the board.

The newspaper published each week of the strike, which ended July 28 when Guild members ratified a new four-year labor agreement. A tentative agreement had been reached on July 7 [presstime, Aug. 1983, p. 29].

The agreement is retroactive to April 1, 1982, and runs through March 31, 1986. Employees will get a 6-percent pay increase in both 1984 and 1985. A wage freeze will continue during the first two years of the contract, but a bonus of a week's wages will be paid this December.

(Newspaper and Mail Deliverers' Union and Amnews Corp., d/b/a New York Amsterdam News, JD-[NY]-66-83) □

ANPA will support newspaper in case over killed column

ANPA will file a friend-of-the-court brief on behalf of The Herald News of Passaic, N.J., in its appeal of an NLRB decision ordering it to resume publication of a staff writer's column.

Mitchell J. Stoddard

The NLRB ruled that the newspaper's decision to drop Mitchell (Mike) Stoddard's column was an unfair labor practice under the Taft-Hartley Act.

The board found that the column had been discontinued shortly after a representation election that led to the certification of a union as bargaining agent for the newspaper's editorial department employees. The board said the action was a reprisal against Stoddard for having taken an active, pro-union role [presstime, July 1983, p. 50].

The Association will argue in its *amicus curiae* brief to the U.S. Court of Appeals, District of Columbia Circuit, that the NLRB's order violates the publisher's First Amendment right to determine what to publish. □

NLRB election

Redwood City (Calif.) Peninsula Advisor, ITU: Production employees at the weekly newspaper voted 7-2 against representation by Bay Area Typographical Union No. 21.

(NLRB Case No. 20-RC-15525)

Recent contract settlements

Phoenix Gazette and Arizona Republic, IPGCU and Mailers: Three-year agreements covering pressroom and mailroom employees; retroactive to Oct. 1, 1982.

Pittsburgh Press, Mailers: Initial two-year agreement covering data systems department employees; retroactive to Jan. 1, 1983.

(Details in September 1983 ANPA Labor & Personnel Relations Letter.)

Arbitrator sustains discharge of reporter for poor work habits

An arbitrator has upheld the Winnipeg (Manitoba) Free Press in the discharge of a reporter for unsatisfactory work.

Wilfred R. DeGraves, the arbitrator, found the grievant was competent and did not question his ability as a reporter. He also found, however, that the reporter made "selective use" of his ability.

The arbiter noted that when the grievant was motivated by a story that interested him, he did well. "Regrettably," he continued, "if a story did not interest him, which apparently happened often, he did indifferently or poorly."

The reporter, hired March 9, 1981, and dismissed May 6, 1982, had lost the confidence of his supervisors, the arbiter found. "The pity is that he denied his employer of his obvious gifts of writing and enterprise to the extent that they were made available only when *he* called upon them."

DeGraves noted that the grievant, who was represented by the Media Union of Manitoba, had received repeated oral and written warnings, as well as disciplinary suspensions for two days and for two weeks.

The final incident that brought about the discharge was the reporter's coverage of a science symposium, which he had approached with what the arbiter termed "a less-than-enthusiastic attitude." He found the story was "at best" a mediocre report of a significant event.

The grievant had informed the city desk that the event was over at 1 p.m. But in fact the program was not completed until 3:30 p.m.

"While an employer cannot require constant and outstanding achievement and performance from a professional reporter, the employer can expect—with occasional and forgivable human lapses by the employee—a generally uniform standard of competence and dedication," the arbiter said. □

District managers top reporters' pay

On the average, circulation department district managers start at higher salaries than reporters, according to the ANPA Labor and Personnel Relations Department.

Analyzing 25 new labor agreements between newspapers and The Newspaper Guild, the department found that the average starting salary for reporters was $296.36. The top minimum salary after 5.7 years was $476.73.

Meanwhile, district managers averaged $354.40 as a starting salary, with an average top minimum after 5.2 years of $518.98.

Changes in U.S. newspapers' white-collar contracts were reported in the August issue of the ANPA Labor & Personnel Relations Letter.

The 25 labor agreements were received by ANPA during the six-month period Jan. 1 through June 30.

Additional arbitration awards

Chicago Newspaper Publishers Association, GCIU: Richard I. Bloch ruled that the Chicago Tribune violated the paper handlers' labor agreement by transferring the work of removing newsprint roll wrappers to pressmen.

Detroit Free Press, Guild: Richard Mittenthal upheld the company in the creation of four new job classifications in the data processing department.

Detroit News, Guild: Mittenthal reinstated with back pay a photographer who had been discharged for allegedly misrepresenting the place where a subject was photographed.

Detroit News, Guild: Alan Walt converted to an eight-month disciplinary suspension the discharge of a circulation district manager for slapping the face of a 12-year-old carrier.

Everett (Wash.) Herald, Teamsters: R.A. Sutermeister converted to a one-month disciplinary suspension the discharge of a driver for failure to carry auto liability insurance.

Massillon (Ohio) Independent, Guild: S.S. Kates found that an editorial department clerk had been laid off properly.

New York Times, Mailers: Richard Adelman converted to a five-month disciplinary suspension the discharge of a mailer for creating a disturbance at a hospital where he had been sent by a company nurse for treatment of a possible hernia.

Oakland (Calif.) Tribune, Teamsters: Harvey Letter upheld the company in a dispute over premium pay for drivers.

Philadelphia Inquirer and Daily News, Teamsters: S. Harvey Galfand sustained the discharge of a driver for failure to report an accident.

San Jose (Calif.) Mercury and News, Guild: Daniel J. Dykstra reduced from three days to one day the disciplinary suspension of a circulation service representative for being rude to a customer.

San Jose Mercury and News, Guild: William B. Gould upheld the company in a dispute over a clerk's job classification.

Seattle Times, Guild: Zane Lumbley ruled that the company did not violate the labor agreement by transferring from messengers to circulation district advisers the work of delivering newspapers to rectify carrier shortages.

South Bend (Ind.) Tribune, ITU: Fred Witney ruled that the union did not have exclusive jurisdiction over video display terminals.

Sudbury (Ontario) Star, Guild: Rory F. Egan sustained the union's grievance in a dispute over vacation pay for an employee returning from maternity leave.

Toronto Star, Guild: O.B. Shime denied the union's jurisdictional claim over work being performed by a deputy city editor.

Victoria (British Columbia) Times-Colonist, Guild: H. Allan Hope sustained the company's position that the terms and conditions of a pension plan are negotiable issues.

Waltham (Mass.) News-Tribune, Guild: John T. Conlon ruled that the newspaper did not violate the labor agreement by refusing to pay two employees for time they did not work during a strike by another union.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Getting ready for SAUs

Specialists tell how to plan web-width cutdown

By Paul Kruglinski
presstime technical writer

The subject of press web-width conversions has taken on new immediacy in the newspaper business, and the cost of such endeavors varies considerably depending on the types of presses involved and the extent of the conversion needed.

If a newspaper with a single-width press wants to run narrower newsprint webs, at most it might involve the replacement of several inexpensive parts in the folder and a water stop or two in the water fountain. But for the approximately 160 newspaper plants whose double-width presses run webs wider than 56 inches, the press itself will have to be cut down to accommodate narrower webs.

Such conversions have been going on for a number of years as newspapers have sought to reduce newsprint costs by switching to narrower pages.

But the subject has taken on added importance because of the conversion next July 1 to the expanded, voluntary, Standard Advertising Unit format [presstime, July 1983, p. 16].

One of the 15 information sheets contained in the SAU booklet recently distributed by ANPA and the Newspaper Advertising Bureau addresses press and other production considerations.

Whether to convert to the new format is at the discretion of the individual newspaper, but most U.S. dailies are expected to do so. And for many of them, this will mean switching to a narrower 55- to 56-inch web.

Newspapers have several ways of adapting their presses to the new web measurement. For those with newer offset presses, a reduction of up to two inches is possible without major alterations to the press. But older presses—Hoes and Goss Mark I's—present problems because of the difficulty in getting parts, according to the Taft Contracting Co. Inc., one of the companies that performs web-width reductions.

If one is available, an in-house technical crew can do the job, perhaps with the assistance of an outside consultant. Or the press manufacturer can be called in.

Another option is to use the services of several firms that primarily install and relocate presses but also can do so-called "cutdowns." These firms, according to many newspaper executives, perform cutdowns at a considerably lower cost than that charged by press manufacturers. The list of such firms includes George R. Hall Inc., Press Machinery Corp., Press Installation Inc. (a division of Taft Equipment Sales Co.), Taft Contracting, Publishers Equipment Corp. and Masthead International Inc.

Although some pressroom supervisors may be apprehensive about conversion, the firms say converting a press to accommodate the new SAU format need not be an anxiety-provoking, production-impeding process. With good planning, a small- to medium-size newspaper can achieve the changeover with a minimum of inconvenience [presstime, Jan. 1982, p. 42].

According to the firms, converting one, two or three press lines involves about the same amount of planning, because few newspapers have "spare" press lines to back up production while the modifications are being made.

Central to proper planning, they say, is determining the best times to take the necessary steps.

The firms say that for the typical daily, Mondays and Tuesdays offer the best opportunity to do some of the preliminary conversion work because of the smaller editions printed then. Such work includes alterations to angle bars, web slitters and plate lockups.

"You've got to do the preliminary alterations Graham Hall, president of George R. Hall Inc.

However, Hall and the other installers say the major portion of the conversion—the front end of the press—should be done on weekends, after the Sunday edition is printed.

The firms agree that the folder presents the bulk of the work. Often, the folder's former must be reground, the nippers that guide the web into the former must be repositioned, pins must be relocated and other alterations must be made.

Reel room alterations could include realigning the spindles—the arms that hold the rolls—and relocating the tension straps.

Frank Macenas, an account executive with Taft Contracting, says newspapers can save themselves a substantial amount of money by altering the plate saddles themselves.

The last parts of the press to be converted, should this step be necessary, are the inking and/or dampening systems. And they are the potential trouble spots. "The big kicker is whether you have to change your ink, water and lockup systems," Hall says.

The major problem in the inking system—particularly regarding color systems—is the location of the ink adjustments. It could necessitate moving the ink keys—a major undertaking.

"The pressmen can still print," Hall says, "but they have to be careful about colors that run next to each other."

The typical cutdown can take from one to three weeks. However, some of the firms say that if the dampening and/or inking systems needed to be reworked, the process can take as much as three weeks longer.

One possible option, specialists say, is to acquire a second set of parts for the inking and/or dampening systems and to modify them for subsequent installation on the press.

Although there are many variables in the expense of cutting down a press, in general a five- or six-unit, double-width press would average about $35,000 to $40,000,

Patents granted ANPA

The U.S. Patent Office has awarded ANPA three patents for technical developments.

Patents were granted on ANPAPRESS® technology for both offset and letterpress applications.

Another patent with seven different claims was granted on ANPAINK™, a non-petroleum-based newspaper ink.

not including the inking and dampening systems, the firms say. Altering the inking and/or dampening systems can add as much as $5,000 to $35,000 to the expense, depending on the extent of the work involved.

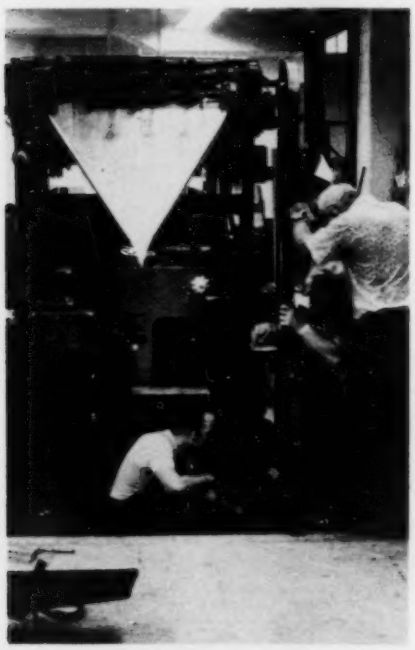
Clyde H. Alleman, vice president of Masthead, says the success of a cutdown centers on "not taking apart more than you can put back together" before the next press run.

Another tip offered by specialists is to clean the equipment prior to beginning the cutdown process.

While the presses should continue to print each day's editions throughout the conversion process, lining up a backup printing facility in case of emergencies is a wise precaution.

Although certain generalities apply to the matter of reducing web widths, experts say that the characteristics of the individual newspaper press also come into play.

"Everyone has a different problem," says Frank J. Stanczak, ANPA production engineer, "because the problems involved in cutting down web widths depend on press capacity when it was installed." □



A crew from George R. Hall Inc. installs a press in the new ANPA research facility in Reston, Va. This press was used in development of ANPAPRESS technology.

When is a manual not a manual? When it's written in gobbledygook

Have you ever read a vendor's training manual for a computer terminal and come away convinced you've just visited the "twilight zone" of language?

Consider this instruction contained in the Hastech Inc. manual for its HS40 front-end system:

"KILL FILE is the function. When these keys are pressed, all closed files in a queue directory starting with and including "NAME1-EXT" and ending with and including "NAME2-EXT" are deleted from the disks. If only one filename is specified, only that file is killed. Any open files are skipped."

It is because of such virtually indecipherable language that many newspapers have prepared manuals to supplement those provided by computer companies.

For example, in a manual for Cocoa (Fla.) Today, Assistant Managing Editor Harry McNamara wrote this about the operation described above:

"This key allows you to kill a story either open on the screen or from a nameline slug. With story open on screen or cursor on filename, press the red CONTROL key and the KILL key. . . . CAUTION!!! There is no second chance. Be certain you want to kill a story before using this function."

James J. Barrett, president of Applied Learning Corp., a consulting firm that produces training programs, says the language barrier is by no means peculiar to Hastech. In fact, Barrett "can't think of one firm that is head and shoulders above the rest" in the ability to produce a manual in understandable English.

Barrett says he once took a manual produced by Digital Equipment Corp. to eight DEC technicians and asked each what a specific instruction meant. He got a different reply from each technician.

What's the problem? Is English an elective at engineering schools? Do engineers use different dictionaries?

Barrett thinks a substantial part of the problem has to do with an engineer's ego. "In effect they are saying, 'We, the engineers, make the decisions,'" Barrett says.

Because of that attitude, he says, "most newspapers wind up writing their own manuals"—an endeavor that is not exactly a welcome chore.

"I wouldn't want to write another manual," says Cocoa's McNamara. "But it was necessary to teach someone how to use a terminal."

Stephen J. Prisament, director of editorial operations at The Press of Atlantic City, N.J., says the necessity of writing a manual exists because "reporters don't want to learn a new language." But beyond that, Prisament feels it is a good idea for a newspaper to write its own manual because "every newsroom does things differently, and the newspaper should customize its system" to meet peculiar needs.

McNamara points out, though, that poorly written manuals are more than inconvenient; they adversely affect operation of the newsroom.

For instance, he says, a newspaper that lacks a good manual might have to pull an editor or reporter away from his or her duties for a day to show a neophyte the intricacies of the VDT.

Additionally, McNamara notes, a good, understandable manual might put the user afflicted with cyberphobia—fear of computers—at ease.

For their part, the suppliers of computer terminals say they recognize the problem and are trying to make appropriate adjustments.

Diane Perkins, marketing manager with Hastech, says the source of the problem "is an effort on the part of technical writers to cover all questions." She adds that some technical writers simply are not aware of the needs of editorial personnel.

Loehr W. Clark, marketing manager with DEC, concedes there is a problem, but he says some of it is because newspaper people expect too much. "God Almighty Himself couldn't write a manual that would satisfy editorial people," he says, "but don't put the knock on the vendors that they're not doing their jobs."

While the vendors are working out the problem, newspaper people are cheering them on.

"In addition to developing all this wonderful equipment," McNamara muses, "I hope they give us a wonderful manual to show us how it works." □

How to pick the right telephone system

By Paul Kruglinski
presstime technical writer

With the divestiture of AT&T scheduled to take place in four months, the already competitive telecommunications marketplace will be inundated with even more telephone-systems options from which businesses may choose.

For newspapers, whose dependency on the telephone is as great as anybody's, the array of new equipment and services can be a blessing. But it also can be a source of consternation.

Which system would work best for us? Should we lease or buy? Should we convert to a new system now, or are future breakthroughs worth waiting for?

The problem of getting answers to these questions is compounded by the fact that few newspapers have staff members who are experts on telephone systems. And telephone systems traditionally are not thought of as priority equipment.

"More newspapers will have to pay more attention to their telephone systems than they have in the past," says Gerard J. McGrath, director/information processing at The New York Times.

The old way of doing things—leasing telephone equipment from the phone company—is fast giving way to a new order. In some cases, leasing will continue to be a viable option. But most people interviewed by presstime favor a newspaper's purchasing its own system.

For a newspaper that decides to purchase a system, choosing the appropriate equipment is "largely a financial function," says Sheldon A. Fishman, division manager of newly named AT&T Information Systems.

He says the paper must decide if the telephone system's features will increase sales or cut costs. The effective system will make it possible to "manage business better" or increase productivity or both.

At The Winchester (Va.) Star (evening, 19,937), the decision to purchase a new telephone system was strictly a "bottom-line" decision. Publisher Thomas T. Byrd interviewed several telephone equipment vendors and compared their offerings to those of the local Bell operating company. He found that the system he purchased, manufactured by NEC, should pay for itself "in a little over four years."

Robert D. Hynes, telecommunications manager of the Los Angeles Times, says short-term benefits of owning your own system include the elimination of high rental rates; long-term benefits include eliminating service charges for equipment and providing flexibility to upgrade the system.

However, some newspapers, especially smaller ones, may be better off by simply upgrading their systems or leasing newer ones.

"The technology is evolving quickly, and new products are being introduced rapidly," says Kathleen Criner, ANPA director/telecommunications affairs. "A newspaper, particularly a smaller one, may make a mistake by purchasing an expensive system which would be obsolete soon."

Choosing a system. In any event, it is clear that newspapers have very specialized departmental telephone needs. Hynes of the Los Angeles Times suggests that newspapers "pick and choose those features that fit the needs of the people who will use them."

Bruce Robin, a Los Angeles-based consultant on telephone systems, favors a department-by-department study because of the specialized operations of a newspaper.

For example, while the ability to forward calls to another number or to stage conference calls might be desirable features for the newsroom, they might be unnecessary and confusing features for circulation and classified personnel.

Robin says thinking about telephone needs might start with the newsroom, where the greatest telephone needs exist.

Newsroom personnel should have priority on trunk systems for both incoming and outgoing calls, he says.

Because the newsroom traditionally lacks the clerical personnel that other departments have, it may need a "message center operation"—automatic answering equipment to monitor incoming calls for reporters when they are away from their desks.

In addition, it might be desirable for the telephone system to have "automated dictation," through which reporters can call in their stories and the telephone system automatically records them for subsequent transcription by a dictationist.

AT&T's Fishman says a newsroom might also want the capability of handling both voice and data messages over the same lines. Robin points out that the dual capability would allow a reporter both to converse with someone and to gather information from a data base, for instance, over the same telephone line at the same time.

The Los Angeles Times currently is using that technology in its business office.

AT&T Information Systems' Dimension telephone service includes sleek, compact switchboard.

Douglas Mills, Journal Newspapers

A new telephone switch room at Army Times Publishing Co.'s Springfield, Va., plant gets an inspection visit from the company's director of communications and security, Maja Mortensen (center), and Teledynamics technicians Henry Blank (left) and Jim McKenzie.

In the classified and circulation departments, the large number of incoming calls they field each day needs to be considered in planning a new phone system. Ideally, they should have a system that distributes calls automatically. In addition, managers of both departments might want "service observing capabilities" that give them the ability to monitor conversations.

However, there are also distinctions between the telephone needs of the circulation department and those of classified. For example, most of a circulation department's calls come in during off hours and on weekends—when the switchboard is likely to be closed—while the classified department works business hours.

Robin believes the business and display advertising departments require only "general" telephone systems. However, display advertising personnel might also want a message center like that of the newsroom.

McGrath also thinks a computer-controlled "voice message system" would be desirable for display advertising salespeople. This feature allows salespeople to call in and find out from a recorded message not only who called but also what they said.

Shopping for a vendor. To find the vendor that can provide the right telephone equipment, a newspaper should also consider such factors as whether the vendor will provide maintenance and back up its product, the experts say.

J. Ben Penners, a newspaper plant designer, says it is important for newspapers to ascertain whether the vendor is near enough to service the system quickly.

ANPA's Criner feels maintenance considerations will loom even larger in the future.

"One of the results of the divestiture is that the same company that provides the telephone system is not obligated to maintain it," she says. "Hence, separate maintenance contracts will be required."

Several telecommunications experts recommend that after determining its telephone needs, a newspaper approach several vendors and ask them to bid on the system.

Telecommunications manager. The radical changes in the telephone world have prompted a number of newspapers to create management-level positions to oversee the lease or purchase and operation of telephone systems.

Hynes, who manages a communications department of seven persons at the Los Angeles Times, is one of the first of that breed. Because of the options available and the importance of telephones to the operation of newspapers, he says more newspapers "will have to devote more management to their telephone system. If they have not done so already, it would behoove (large) newspapers to hire a communications manager now."

Many telecommunications experts feel an organization that has more than 400 telephones needs a telecommunications manager; one with over 1,000 telephones needs a telecommunications department.

Criner says even smaller newspapers should have someone within the organization—financial officer, general manager, even the publisher—overseeing operation of the telephone system.

In early 1984, ANPA will hold a workshop on newspapers as users of telecommunications systems, including sessions on both telephone equipment options and system operations. □

DEC's withdrawal from front-end R&D sparks concern

Digital Equipment Corp.'s decision to pull out of software research and development for newspaper front-end systems has unsettled publishers whose papers have DEC systems.

According to ANPA staff experts, the company's move means it will be difficult to adapt current-generation DEC systems to future technological advances, particularly regarding electronic makeup of newspaper pages.

Arthur M. Boudreau, ANPA manager/technical training, said newspapers seeking solutions from DEC to pagination and other newspaper-related problems probably will encounter difficulty getting adequate answers, because DEC has consolidated its newspaper division with other departments.

Loehr W. Clark, marketing manager for DEC, conceded there will be communications problems in the short term because of the restructuring, "but it will eventually smooth out" once regional DEC managers become familiar with "the geography."

Peter P. Romano, ANPA director/technical services, said DEC's decision also means that newspapers desiring to upgrade DEC systems to take advantage of future technology will have to use their own technical personnel or outside software firms. Other software vendors "will jump in to fill the gap" left by DEC, Romano predicted.

Clark concurred and added that DEC "will be cooperating with third-party software vendors" in the development of packages for DEC equipment.

One of those vendors may be Composition Systems Inc., a leading manufacturer of major front-end systems using DEC hardware.

Michael Brier, director of sales for CSI, says DEC's pullout from software R&D has created "a very viable market in the future" for upgrading existing DEC systems. However, the firm has not yet formalized plans toward that end.

DEC officials said the corporate restructuring will in no way affect parts for DEC equipment.

One contract inked as labor activity picks up at mills

There have been a number of recent developments in the labor scene at North American newsprint mills.

• In Lufkin, Texas, members of the United Paperworkers International Union at St. Regis Corp.'s mill ratified a new three-year contract Aug. 11. The pact calls for wage increases of 6 percent in each of the first two years and 5 percent in the third.

• In DeRidder, La., negotiations at Boise Southern's mill were suspended temporarily after the company made its final offer Aug. 11. It includes wage increases of 6 percent in each of the first two years and of 5 percent in the third. UPIU leaders are under a mandate to issue a strike notice should negotiations break down entirely. Meetings between the company and the union were scheduled to resume Aug. 23.

• Negotiations have not started between the UPIU and Augusta Newsprint Co. in Augusta, Ga., where the union's contract expired July 27.

• On Aug. 8, negotiating agendas were exchanged between the UPIU and Kimberly-Clark Corp.'s Coosa Pines, Ala., mill, where the contract will expire Sept. 14.

• In Catawba, S.C., Bowater Co. is scheduled to exchange agendas with the UPIU on Oct. 3. The UPIU contract at Bowater's Catawba Newsprint Co. mill will expire Oct. 29.

• In Canada, talks were suspended between the Canadian Paperworkers Union and the Pulp & Paper Industrial Relations Board, bargaining agent for four British Columbia newsprint mills. A strike vote is being taken by the union. The CPU's contract expired June 30, but members agreed to continue to work under the old agreement so long as negotiations continue.

• The Pulp & Paper Workers of Canada voted in favor of supporting a strike should union leaders call for one. Some of the workers at British Columbia Forest Product Ltd.'s Crofton mill are represented by the PPWC [presstime, Aug. 1983, p. 34]. □

New global newsprint definition resolves some ANPA concerns

Some of ANPA's concerns about the definition of "newsprint" contained in an international tariff nomenclature system have been addressed in the U.S. plan for adopting the system. The plan is now before President Reagan.

However, the Association retains some worry about the system's implications for newsprint.

The system is designed to bring the tariff nomenclature of countries into international harmony. For newsprint manufacturers and users, at issue has been the definition of newsprint to be included in what is officially known as the "Harmonized Commodity Description and Coding System."

ANPA protested the newsprint definition contained in the system prior to its adoption by two divisions of the international Customs Cooperation Council this past spring [presstime, March 1983, p. 33].

The Association stated at the time that:

• The restrictive definition could lead to tariffs on some newsprint that would not be covered by the definition and that is now imported duty-free.

• Some paper currently considered newsprint and imported for use in printing Sunday magazines and advertising inserts would be excluded from the new definition because it exceeds the smoothness level established in the definition.

• The requirement that newsprint be at least 65-percent wood fiber might impede efforts to develop such non-wood fiber alternatives for newsprint as kenaf.

Eugene A. Rosengarden, director of the Office of Tariff Affairs at the U.S. International Trade Commission, said in late August that under the plan submitted to the President, all paper that meets the existing U.S. definition of newsprint would continue to be imported duty-free.

He said that after discussions with ANPA representatives, a second, duty-free category was created in the U.S. tariff schedules for "roto newsprint paper." That category, plus the "standard newsprint paper" category, "essentially covers the existing U.S. definition," he said.

With regard to ANPA concerns about the fiber-content restriction, Rosengarden said to his knowledge there is no newsprint currently being made of kenaf. If it is made in the future, he said it might fall into other, duty-free paper categories. He also said it would be possible to go back to the Customs Cooperation Council to seek a change in the definition when newsprint comes to be produced from kenaf or any other fiber.

The ANPA Newsprint/Traffic and Legal departments are studying the seven-and-a-half-inch thick document. ANPA Vice President/General Counsel W. Terry Maguire said "pending further study, we remain concerned as to whether the new definition will provide sufficient duty-free flexibility for the changing needs of newspapers."

If Reagan approves the plan, he must submit it to Congress for passage of implementing legislation. □

Newsprint notes

"Newsprint Statistics 1982" has been compiled and is now available upon request to ANPA's Newsprint/Traffic Department at The Newspaper Center, Reston, Va.

The **annual report** [presstime, July 1982, p. 52] contains data on U.S. daily newsprint consumption by state and region, newsprint supply and sources, publishers' stock, and North American newsprint mill capacity.

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Consolidated-Bathurst Inc. will **permanently shut down two of its older newsprint machines** in Quebec Sept. 15—a 40,000 metric-tons-a-year unit in Shawinigan and a 15,000 metric-tons-a-year unit in Grand Mere.

• • •

Great Lakes Forest Products Ltd. and Wilbert & Associates will study the feasibility of constructing a **159,000 metric-tons-a-year newsprint mill** on land leased from the San Carlos Apache Indian tribe near Globe, Ariz. [presstime, May 1982, p. 56]. □

Trend is still upward for U.S. consumption

Newsprint consumption by U.S. daily newspapers increased in July for the seventh straight month this year. Consumption was 8.6-percent above that of July 1982.

There were five Sundays this past July versus four last year; this would account for about 3 percent of the increase.

Consumption by all U.S. newsprint users also rose in July by 8.1 percent, marking the fourth straight monthly increase from 1982 levels for all users.

For the first seven months of this year, consumption by all U.S. users and that of U.S. daily newspapers increased by the same amount—3.4 percent.

At the end of July, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 47 days, compared to 48 days at the end of June and 61 days in July 1982. North American mill stocks at the end of July were down about 5 percent from a year earlier.

The July operating rate for Canadian mills was 80 percent. For U.S. mills, it was 82.8 percent. For seven months, the rate was 83 percent in Canada and 86.6 percent in the United States.

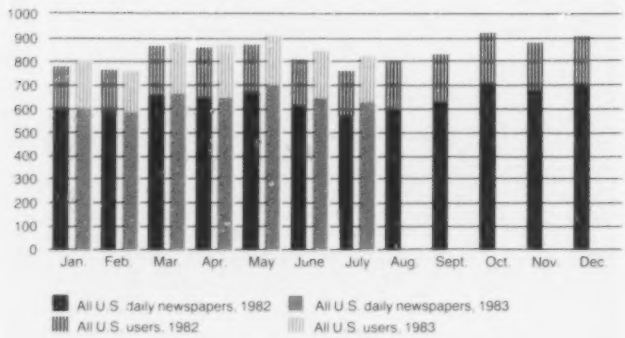
Estimated consumption of all U.S. daily newspapers[1]

Region	June 1983	June 1982	% Change
Northeast	161,825	154,029	+5.1
North Central	143,260	137,114	+4.5
South	203,490	184,844	+10.1
West	144,915	142,284	+1.9
Circulation size			
up to 25,000	53,552	55,576	-3.6
25,001-100,000	125,046	116,312	+7.5
Over 100,000	474,892	446,381	+6.4
June totals	653,490(r)	618,269	+5.7(r)
Six-month totals	3,895,283(r)	3,795,513	+2.6(r)
Region	**July 1983**	**July 1982**	**% Change**
Northeast	152,357	138,177	+10.3
North Central	134,209	127,327	+5.4
South	204,595	183,232	+11.7
West	144,908	136,911	+5.8
Circulation size			
up to 25,000	54,439	52,753	+3.2
25,001-100,000	120,360	112,399	+7.1
Over 100,000	461,270	420,495	+9.7
July totals	636,069(p)	585,647	+8.6(p)
Seven-month totals	4,531,352(p)	4,381,160	+3.4(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
May 1983	745,506	35	6
May 1982	1,012,002	53	7
June 1983	808,475(r)	41	7
June 1982	1,002,626	58	7
July 1983	821,877(p)	41(p)	6(p)
July 1982	992,364	54	7
Canadian mills			
July 1983	358,445	--	--
July 1982	402,082	--	--
U.S. mills			
July 1983	116,143	--	--
July 1982	100,823	--	--

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. users

	1983	1982	% Change
May totals	919,000(r)	879,000	+4.6(r)
June totals	857,000(r)	803,000	+6.7(r)
July totals	831,000(p)	769,000	+8.1(p)
Seven-month totals	5,940,000(p)	5,744,000	+3.4(p)

Production

	Canada	U.S.A.	North America
July 1983	698,633	377,811	1,076,444
July 1982	617,267	362,813	980,080
Increase	+81,366	+14,998	+96,364
	+13.2	+4.1	+9.8
Seven months 1983	4,863,326	2,699,475	7,562,801
Seven months 1982	4,963,806	2,739,886	7,703,692
Decrease	-100,480	-40,411	-140,891
	-2.0	-1.5	-1.8

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1983	451,915	75,883	151,410	679,208
July 1982	397,019	66,727	150,104	613,850
Seven months 1983	3,378,083	541,896	834,697	4,754,676
Seven months 1982	3,277,280	568,614	909,716	4,755,610
Increase or decrease	+100,903	-26,718	-75,019	-934
	+3.1	-4.7	-8.2	-0.02
From U.S. mills				
July 1983	365,377	---	29,677	395,054
July 1982	325,602	---	24,849	350,451
Seven months 1983	2,509,403	---	160,338	2,669,741
Seven months 1982	2,498,761	---	177,945	2,676,706
Increase or decrease	+10,642	---	-17,607	-6,965
	+0.4	---	-9.9	-0.3
From North American mills				
July 1983	817,292	75,883	181,087	1,074,262
July 1982	722,621	66,727	174,953	964,301
Seven months 1983	5,887,486	541,896	995,035	7,424,417
Seven months 1982	5,776,041	568,614	1,087,661	7,432,316
Increase or decrease	+111,445	-26,718	-92,626	-7,899
	+1.9	-4.7	-8.5	-0.1

[1]Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

'Headhunters' stalk the newspaper business

By Clark Newsom
presstime staff writer

Lee J. Guittar was rising through the Knight-Ridder organization when an executive recruiter approached him on behalf of another major communications company. The contact led to Guittar's giving up his job as president and general manager of the Detroit Free Press to become publisher and chief operating officer at Times Mirror Co.'s Dallas Times Herald. Guittar is now board chairman of both the Times Herald and The Denver Post and group vice president of Times Mirror Co.

• • •

Darrow (Duke) Tully was president of the San Francisco Newspaper Agency, which performs noneditorial functions for the Chronicle and the Examiner, when he was visited by a recruiter. The Pulliam organization, which had commissioned the executive search, subsequently offered Tully the job of associate publisher and general manager at The Arizona Republic and The Phoenix Gazette. He accepted and today is the newspapers' publisher.

The practice is not universally accepted. Some people refer to the people who make a living at it in somewhat pejorative terminology—"body snatchers" or "headhunters." Their *modus operandi* can suddenly deprive an organization of one of its rising stars. And the whole notion of going outside to fill a key position runs against the "promote from within" philosophy that undergirds the American dream.

However, sometimes a situation presents itself that a company feels can best be handled by retaining the services of an executive recruitment firm.

Because of a thriving "old boy (or girl) network," it tends to happen less in newspapering than in many other types of businesses. But it happens nonetheless, especially when speed is of the essence or when a newspaper company is entering a new kind of venture.

"They save an awful lot of time," says Douglas C. Harris, vice president/personnel for Knight-Ridder Newspapers Inc. "There is definitely a place for professional search people," especially "in this new era of communications." For example, he notes that search firms have been used to fill positions in the company's videotex subsidiary Viewdata Inc.

Although the emergence of new technologies may have provided another reason to use executive recruiters, there is disagreement over whether newspapers have stepped up use of them in the 1980s.

One recruiter who says he is witnessing an increase in newspaper clients is Stephen A. Garrison of Ward Howell International Inc.

"It has gone hand-in-hand with the growth of newspaper groups," says Garrison, who operates from Dallas as managing partner, Southwest region, of the New York City-based firm. He says he is often called upon to find a person "who can manage three newspapers or a division."

Nearly all of Garrison's searches are for line positions at the senior editor, publisher or president level. "You wouldn't come to me to find a circulation director."

"Frankly," says Garrison, "we're expensive to use at lower levels. You can advertise for the lower-level jobs. The kind of people we're looking for would never think of answering an ad because they are well-regarded and well-compensated where they are. We have to convince them that our client offers more opportunity for growth than where they are."

Sydney Reynolds, who has recruited for The New York Times, says, "The newspaper business is a mature business, but it is a changing business," and newspapers can no longer "rely on the old-boy network." Reynolds in 1970 was one of the first women to start an executive search firm, Sydney Reynolds Associates Inc. of New York City.

"There is no way the average newspaper can do the job a recruiting firm can," says Phoenix publisher Tully, who is chairman of the ANPA Labor and Personnel Relations Committee.

However, many newspaper executives generally say there has not been any appreciable recent increase in the use of recruiters, with the 1980-82 recession commonly cited as a reason.

What they do. The search organizations are not job placement or career counseling firms for unemployed executives. They are just what the name implies—don't call them, they'll call you. It's a specialized branch of management consulting where professionals identify and screen

William A. Spartin of MSL International Ltd. interviews a candidate.

other professionals for clients. It is always employer-paid.

The names of most top newspaper executives are in some recruiter's file, computerized or otherwise. "These people have built a reputation, and they are eminently visible," notes Garrison.

From a variety of sources, this picture of executive recruiting emerges: It's a $1.5-billion-a-year business, one of the fastest-growing in the United States, having spurted from about 560 offices to 2,800 in a decade. Last year they placed about 80,000 executives at an average salary of $50,000. The recruiters themselves also are well-paid, averaging between $60,000 and $80,000 a year, with a few earning more than $300,000.

"They have been an instrument of personnel activity (at newspapers) for many years," notes Robert J. Danzig, vice president and general manager of The Hearst Corp.

Of the hundreds of search firms, the two best known to newspaper executives are Gordon Wahls Co. of Media, Pa., and Youngs, Walker & Co. of Rolling Meadows, Ill., a Chicago suburb.

Patrick J. Quinn Jr., vice president of Gordon Wahls, says his firm, founded in 1960, is the largest that deals with the graphic arts industry. There are 11 full-time recruiters on the staff. Quinn concentrates on newspapers. There is a research staff of four and a supporting staff of 10.

Wahls operates on both a search and contingency basis. While the firm does "a lot of work for one-owner properties, the business is spread across the board," Quinn says.

Michael A. Walker, the partner in Youngs, Walker, says that 75 percent of the firm's business is in the newspaper industry. The rest is in broadcast and related industries.

The firm is six years old and has a staff of seven. Walker says it rarely accepts an assignment where the salary is below $40,000; the absolute minimum is $35,000.

The professional recruiter tends to become "a confidant" of newspaper executives, Walker observes. As with other firms, the names of clients are not revealed. But Howard L. Hay, vice president/director of circulation for the Chicago Tribune, says he recently used the firm to fill "a key circulation spot." And Phoenix's Tully says he engaged Youngs, Walker to search for a retail advertising manager.

"Frankly, we're expensive to use at lower levels. You can advertise for the lower-level jobs. The kind of people we're looking for would never think of answering an ad. . . ."

Stephen A. Garrison
Ward Howell International Inc.

There is at least one firm that looks to the newspaper industry as a source for candidates for jobs in corporate communications and in the public relations field. Wesley Poriotis, president of New York City-based Wesley-Brown Ltd., says, "I'm looking for public affairs types from the news field. There is a heavy need for speech writers."

Size varies. Some newspaper companies like Times Mirror use the services of larger firms such as Los Angeles-based Heidrick and Struggles Inc.

James H. Kennedy, editor and publisher of Executive Recruiter News and an annual Directory of Executive Recruiters, lists the five largest by estimated 1982 U.S. billings as: Korn/Ferry International, with dual headquarters in Los Angeles and New York, $22 million; New York City-based Russell Reynolds Associates Inc., $16 million; Heidrick and Struggles, $15 million; New York City-based Spencer Stuart & Associates, $9.7 million; and New York City-based Boyden Associates Inc., $6.3 million.

Size, however, should not dictate choice of a firm, according to personnel specialists.

Charles N. Mock, senior vice president/personnel for the Providence (R.I.) Journal and Bulletin, says that while he uses such firms as Boyden and Heidrick and Struggles, he also has had a long relationship with a recruiter who is now in the Atlanta office of Lamalie Associates Inc. of New York City. "It gets to be a personal relationship with the recruiter rather than with the firm," Mock says. "It really doesn't matter where the firm is located geographically."

Knight-Ridder's Harris also uses Lamalie, but his contact is with the firm's Tampa, Fla., branch. He also does business with several New York City companies and often "interviews" firms when traveling.

Madelyn P. Jennings, senior vice president/personnel and administration of Gannett Co. Inc., says, "I think the good recruiting firms serve a very important function. The key is to have the recruiter working for you understand the 'culture' in your company. Where we find them of help is where there is a newly created position that might not require a newspaper background. For example, when looking for a key data processing executive, we chose a small recruiting firm to do the search."

Guy T. Garrett Jr., vice president/personnel for The New York Times Co., notes that while he works with large firms such as Boyden, "the smaller firms tend to work faster, and the work is more personalized." The Times recently hired a marketing director for a cable subsidiary through what he calls "a boutique firm."

Mock of Providence also says speed is one of the best things a headhunting firm can offer. "A newspaper can't spare a person for two months to do a proper search," he notes. "The search firms have in-house research people to identify candidates. Another advantage is anonymity. Once the word's out in the industry that you're looking for someone, you're inundated with resumes and calls to the publisher."

The Journal Co. has filled the positions of production director, advertising director and executive editor through a search firm. "A good, professional recruiter can screen

anybody," Mock says. "The recruiters are usually people who have made their mark in the business world."

Some even come from the newspaper business. William A. Spartin, president of the Washington, D.C.-based MSL International Ltd., was formerly vice president/administration for The Washington Post. "We do a lot of work in the communications industry," he notes.

Last year Robert R. Schuldt, former vice president/human resources at the corporate level for The Washington Post Co., formed Robert R. Schuldt & Associates Ltd. in Falls Church, Va., which does "considerable work in newspaper, magazine and book publishing."

Sibyl W. Ruffalo, who is on the professional staff of Gordon Wahls, was employment manager of The Miami Herald between 1974 and 1976.

The cost. Some newspaper executives say the cost of contracting with a recruiter is not excessive, contrasting it with what it would cost to place an ad in The Wall Street Journal and the time and money that would be spent traveling to interview people or paying their expenses to travel to the home office.

About half of the recruiting firms do business on a retainer basis, the others on a contingency basis, according to Kennedy of Executive Recruiter News. On a retainer basis, a fee is paid to the recruiter whether the search is successful or not. On a contingency basis, no money is due until the person is on board.

The retainer basis is "the purest form of professional recruiting," Kennedy says.

Most firms charge between 30 and 35 percent of the first year's total compensation of the person hired, plus expenses. The fee is usually paid within three months. The search could last a year.

Some firms observe a self-imposed "off-limits" rule whereby they agree, for a certain period, not to raid a company retaining their services. This has prompted some companies, including newspapers, to do business with several different recruiting firms simultaneously. "We allow a two-year window," says Spartin of MSL. "If we place a person, we will not go into that firm to search for two years."

Women and minorities. Of late, there has been an increase in companies requesting that women and members of minority groups be included in searches.

"They (clients) are saying they want minorities considered—and they mean it," says David R. McCarthy, vice president and manager of the Philadelphia office of MSL International Ltd., a member of the human resources management consulting company known as The Hay Group.

At the same time, there has been an increase in female recruiters. "Ten years ago, a woman recruiter was a rare thing," McCarthy notes.

Ronald E. Gerevas, a partner in the Los Angeles office of Heidrick and Struggles, says that when he joined the firm six years ago, there were no female recruiters. Now, 20 percent of the recruiters are female.

"There is a genuine interest on the part of employers to bring more females into management," he says. His clients want proof that women and minorities were considered in the search. Now that more women have surfaced at the management level, there is a higher probability of finding a qualified female professional, he notes.

In the beginning, New York's Sydney Reynolds specialized in women and minorities. The staff of three professionals is still all-female. But in 1974, the firm extended its services to men. It maintains a "resource bank" of middle and senior management women and minorities who are currently in the work force.

Ward Howell's Garrison says, "I've had several searches where the client has said, 'If there is a female or member of a minority group who has a track record that shows he or she can do the job I want, then I want to see that person.'

"But it takes time to build a 20-year record of managerial performance. We, as most firms, tend to be track-record oriented." □

Changes in command

The **National Press Photographers Association,** at its annual meeting July 3 in Providence, R.I., elected the following new officers:

- *President*—J. Charles Gardner, Reading (Pa.) Times and Reading Eagle
- *Vice President*—C. Thomas Hardin, The Courier-Journal and The Louisville (Ky.) Times.

Investigative Reporters and Editors Inc., at its annual conference June 23-26 in St. Louis, elected the following new officers:

- *President*—Thomas Renner, Newsday, Long Island, N.Y.
- *Vice President*—Joe Rigert, Minneapolis Star and Tribune.

The **National Conference of Editorial Writers,** at its annual meeting June 21-24 in San Francisco, elected the following officers:

- *President*—W. Lawrie Joslin, The Calgary (Alberta) Herald
- *President-elect*—Aubrey Bowie, Greenville (S.C.) Piedmont
- *Vice President*—Van A. Cavett, The Louisville (Ky.) Times
- *Treasurer*—Karli Jo Hunt, New Brunswick (N.J.) Home News
- *Secretary*—Brian Dickinson, Providence (R.I.) Journal.

The **Association of Newspaper Classified Advertising Managers,** at its annual sales conference June 19-23 in Toronto, elected the following new officers:

- *President*—Richard E. Riggins, St. Petersburg (Fla.) Times and Evening Independent
- *President-elect*—Cliff H. Hansen, Salt Lake Tribune and Deseret News, Salt Lake City
- *Second Vice-President*—Herbert G. Barger, Houston Chronicle
- *Third Vice-President*—Lee C. Bollinger, The Press Democrat, Santa Rosa, Calif.
- *Secretary-Treasurer*—Dennis J. Grant, Chicago Tribune.

Despite cross-ownership sanctions

Canadian stations relicensed

Despite a government directive ordering it not to renew broadcast licenses of applicants owning daily newspapers in the same market area, the Canadian Radio-television and Telecommunications Commission has renewed three licenses with cross-ownership implications.

The directive was issued last year following the investigation by the Royal Commission on Newspapers [presstime, Sept. 1982, p. 49].

On Aug. 11, the commission extended the license of CHSJ-TV in Saint John, New Brunswick, until Jan. 1, 1986. CHSJ-TV is owned by New Brunswick Broadcasting Co. Ltd., which, in turn, is owned by New Brunswick Publishing Co. Ltd., publisher of The Telegraph-Journal and The Evening Times-Globe in Saint John. The companies are owned by the Irving family.

The renewal was for less than the normal five-year term and, according to a commission spokesman, was granted under a clause in the government directive giving the commission authority to waive the directive and renew a license where the public interest otherwise would be adversely affected.

The public interest issue identified by the commission was access to Canadian Broadcasting Corp. programming. The commission said the extension will give New Brunswick Broadcasting "sufficient time . . . to rearrange its affairs or for other arrangements to be made which will ensure that the people of New Brunswick are not deprived of the CBC network service."

The commission said it will hold a hearing early in 1985 to review the situation.

Six days after that action, the commission renewed the license of CFPL-AM in London, Ontario. The station is owned by London Free Press Holdings Ltd., which also owns The London Free Press. The commission said failure to grant the renewal would be "contrary to overriding public interest considerations."

On the same date, the commission also renewed the cable TV license in Belleville, Ontario, held by Cablevue Quinte Ltd. According to the commission spokesman, the cable company is 50-percent owned by Kenthom Holdings Ltd., which, in turn, is owned by the Peter John Thomson Trust. He said the trust was established for the son of Kenneth R. Thomson who indirectly controls the Canadian Newspapers Co. Ltd., publisher of The Intelligencer, Belleville's daily newspaper. The commission said it was satisfied that "effective ownership and control" of the cable licensee "does not reside with Kenthom." □

Fate of Canada newspaper act in doubt

A major shake-up of Canada's cabinet has clouded the future of legislation that would put certain restrictions on newspaper ownership and would create a national press council.

In what was regarded as an effort to improve the popularity of his government, Prime Minister Pierre Trudeau shuffled 13 of the 35 cabinet posts, including that of Multiculturalism Minister James Fleming, who had been in charge of shepherding the Daily Newspaper Act through Parliament [presstime, Aug. 1983, p. 40].

Named to replace Fleming was David Collenette. However, Trudeau has not announced whether he will give Collenette or another minister responsibility for the bill. Some observers predict the bill will be turned over to Judy Erola, the new minister of consumer and corporate affairs.

The next session of Parliament begins Sept. 12. The bill is still not on the agenda.

Meantime, the press and public are taking steps that some observers say could negate the need for a national press council. Directors of Canada's provincial press councils will hold their first national conference Oct. 6 for the purpose of strengthening ties among those voluntary organizations.

All the provinces except Saskatchewan and Manitoba have press councils, and efforts are being made in those two provinces to establish them.

John Foy, general manager of the Canadian Daily Newspaper Publishers Association, said about 90 percent of Canada's 115 dailies are members of the councils.

NATIONAL NEWSPAPER WEEK October 9-15, 1983

A Free Press: Democracy's First Defense

National Newspaper Week press kits compiled by Newspaper Association Managers and the International Newspaper Promotion Association are available from the Illinois Press Association, 929 S. Second St., Springfield, Ill. 62704.

Employees buy Georgia weekly

The Covington (Ga.) News, a 6,500-circulation weekly, has been purchased by its 85 employees in a rare transaction.

Included in the deal was a 25,000-circulation, free-distribution weekly called The Multi-County Star and a commercial printing operation.

Editor D.H. "Denny" Hill said the sale was closed Aug. 3. He explained that when the company, which had been held in a trust, was offered for sale, the employees decided to purchase it through their profit-sharing plan.

Employees received stock on the basis of how much they had in the plan. A five-person board of directors was elected to run the company.

The price paid for the 109-year-old weekly was not disclosed.

Covington, 35 miles southeast of Atlanta, is the county seat of 34,489-population Newton County.

There are four dailies under employee ownership and a fifth—The Peoria (Ill.) Journal Star—may soon be purchased by its employees [presstime, August 1983, p. 36]. But the Georgia paper is believed to be the only weekly owned by its employees. □

USA Today is a precocious, unpredictable one-year-old

By Elise Burroughs
presstime staff writer

Born Sept. 15, 1982, Gannett Co. Inc.'s USA Today has grown into a 1.1-million-circulation daily available to more than half of the U.S. population in 2,000 towns and cities from Miami to Seattle.

But, like many one-year-olds, USA Today seems to be developing in ways its parents never expected. For example:

• Originally aimed at frequent newspaper readers, frequent travelers, sports participants and sports fans, the five-day-a-week national daily currently is targeting students of all ages. Four staff members are developing teacher guides for a nationwide Newspaper in Education program, Classline.

• When publication began, single-copy sales were expected to represent 85 percent of circulation. A year later, home and office delivery are available in 43 Gannett markets and in four non-Gannett markets. Such deliveries constitute 20 percent of circulation and are targeted for more growth. To get the newspaper to subscribers in outlying areas, an early, one-star edition is being published.

USA TODAY
$1B crackdown on health care cheats
NEWSLINE
USA teams face drug test
Dear old school days
Rush to make our schools better faster

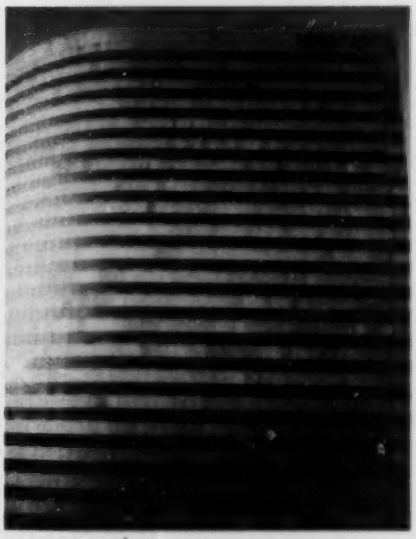
• Despite initial lack of interest in an electronic tie-in, the newspaper has joined with Mutual Broadcasting System to produce a USA Today radio feature service.

• Distinctive, blue-and-white USA Today newspaper vending machines, designed to catch the eyes of consumers, have been equally successful in attracting the attention of authorities. USA Today has been blamed by some other papers for a wave of proposals to regulate newsracks [presstime, May 1983, p. 46]. So far, one such ordinance, in Minneapolis, has been ruled unconstitutional. (See story, p. 25.) Gannett also has filed suit to block regulation of newsracks by the Metropolitan Transit Authority in New York.

• Executives of local newspapers in most areas where USA Today circulates maintain publicly it has had little effect on their sales, but some privately question the 1,109,587 circulation reported in April by the auditing firm of Price-Waterhouse. Gannett has refused to break down that circulation by markets. Many onlookers are awaiting results of the first Audit Bureau of Circulations audit, planned for later this year.

• Some observers claim that a significant percentage of the newspapers distributed are not paid for. USA Today Director of Research Paul J. Kessinger said in August he has no statistics on how the theft rate for USA Today compares to that of other newspapers.

• Statistics indicate USA Today is reaching a more affluent audience than anticipated. According to research conducted in the paper's first 15 major markets by the Simmons Market Research Bureau, USA Today readers have significantly higher household incomes and higher levels of education than the national average, with 40.7 percent holding professional/managerial jobs and another 28.7 percent having middle-management job titles. Readers are younger and also travel more and own more cars than average. USA Today customers read 3.7 issues per week for an average of 41 minutes per day, the research shows.



USA Today headquarters in Rosslyn, Va.

• Top executives have been shuffled considerably. Original Editor John J. Curley was made president of the Gannett Newspaper Division and was succeeded at USA Today by John E. Quinn, who also is Gannett's executive vice president and chief news executive. After seven months during which no one had the title of publisher, Philip T. Gialanella assumed that post in April. He left in August to resume his role as president of Gannett Pacific and was succeeded by John E. Heselden.

• While some advertisers have been enthusiastic about ads in USA Today—especially about excellent color reproduction—ad pages declined from an average of 10 per day during the first 10 weeks of publication to a 6.3-page average in July. USA Today executives point out, however, that most newspapers experience a summer advertising slump and that their paper is exceeding its goal of an average of seven advertising pages per day for 1983.

In fact, as Gannett Chairman and President Allen H. Neuharth acknowledged last spring, virtually everything about USA Today has exceeded expectations, including costs.

Heavy investment. Although Gannett has not released data on its investment in USA Today, newspaper analyst John Morton of Lynch, Jones & Ryan recently estimated the paper had an operating loss of $41 million during the first half of 1983.

Morton said the operating loss for the year could total $70 million or more, especially if advertising does not surge.

Vice President/Advertising Joseph P.R. Welty said in August that advertising looks strong for the rest of this year, though he declined to give any specific figures on contracts or linage expectations. He added that aside from special campaigns planned for the Los Angeles Olympics and national political conventions, advertisers have not yet begun signing contracts for 1984.

However, Welty said he expects most of the more than 500 advertisers who used the newspaper this year to continue doing so. Aside from those originally targeted, the newspaper has encountered unexpected interest from recruitment advertisers and from a variety of financial and investment firms. Ads that include coupons or order forms also are eliciting response rates greater than expected, he said.

Although the newspaper will offer discounts and other incentives, it does not plan to continue the "Partnership Plans" that initially offered a good deal of free advertising to charter advertisers.

Reactions. If imitation is the sincerest form of flattery, then U.S. newspapers are paying high compliments to USA Today. In the past year, color weather maps, bigger graphics and expanded sports sections have been sprouting all around the country. Although some editorial critics were quick to snipe at what some called "McPaper," others have said USA Today is speeding newspapers' developments in color and design.

From the very birth of the project, Gannett's Neuharth has maintained that USA Today would be a "second buy" for readers of other papers. However, there is some skepticism in the industry as to whether "The Nation's Newspaper, via Satellite" is in fact not cutting into readership of local papers.

Another concern is being expressed about Classline, Gannett's new Newspaper in Education Project for USA Today.

Peg Carey, educational services manager for The Trenton (N.J.) Times, fears that Classline could pose a threat to local NIE programs.

Gannett officials contend such fears are unwarranted. Local NIE programs will continue to use local papers for local news,

John E. Quinn

Vincent Spezzano

they say, while Classline will be devoted to national and international studies in the nation's schools.

Opinions also differ on how USA Today has affected the staffs of Gannett's other 86 newspapers. USA Today now employs 900 people at its headquarters in the Washington, D.C., suburb of Rosslyn, Va., and elsewhere around the country.

Many were reassigned, initially on a temporary basis, from other Gannett newspapers.

The Newspaper Guild has urged its locals to participate in a boycott of USA Today, citing understaffing at other Gannett papers because of the reassignments and its nonunion status.

Gannett officials have denied that the quality of its other newspapers has suffered because of USA Today.

A Gannett spokesman also said that while the newspaper does not have exact statistics, the "vast majority" of those temporarily recruited elected to stay with USA Today. For those who leave, new temporary assignees continue to arrive.

Although the newspaper plans no major changes in the near future, there will be some tinkering. The USA Today jingle that reverberated in market after market during the past year will be somewhat muted in the future. USA Today President Vincent Spezzano said, too, that circulation efforts have switched from heavy promotion blitzes to sales.

And in contrast to the lavish celebrations that inaugurated USA Today last Sept. 15, the newspaper plans a staff party and possibly some parties for advertisers to celebrate the first anniversary of publication. □

Chamber group sets hearings on media

The National Commission on a Free and Responsible Media, established by the U.S. Chamber of Commerce affiliate Citizen's Choice, has issued a schedule for hearings it will hold on the media and their impact on society.

The schedule, which differs from an earlier, tentative agenda, is as follows:

- Chicago, Sept. 27, on the topic, "The Media, Business and the Economy
- New York, Nov. 3, "The Media as a Business"
- Washington, D.C., Dec. 8, "The Media and International Affairs"
- Los Angeles, Jan. 19, "The Media, the Individual and the Family"
- Atlanta, Feb. 28, "The Media and the New Technology"
- Boston, April 5, "The Media and Interest Groups"
- Washington, D.C., May 10, "The Media, Government and the American Democratic Process."

Specific locations within each city had not been decided by press time.

The commission is made up of 31 business leaders, professors, government officials, association executives, attorneys and journalists [presstime, July 1983, p. 46].

For more information, contact Keith S. Collins, executive director, Citizen's Choice, 1615 H St. NW, Washington, D.C. 20062; (202) 463-5452. □

Help with grammatical problems just phone call away

Is it *I* or is it *me*? When is *which* more appropriate than *that*? Is *whom* the object of confusion?

These and other grammatical queries can be answered by a free service called "REWRITE," sponsored by the English Department at York College, Jamaica, N.Y.

By dialing (212) REW-RITE (739-7483), a person stumped by a grammatical problem may seek help from a faculty member.

Associate Professor Charles Shapiro said business usually is brisk, with up to 30-40 calls an hour. "REWRITE" is used by the media, students, business people and others from all over the United States, he added.

The year-old service is open from 1 p.m. to 4 p.m. Monday through Friday. □

Conversion to p.m. contrasts shifts to morning cycle

Two evening dailies in Oregon will switch to morning publication; morning and evening dailies in Macon, Georgia, will combine to a morning-only; and a small Michigan daily is bucking the a.m. trend.

The Oregon dailies will be the eighth and ninth evening papers to convert to an a.m. cycle this year [presstime, May 1983, p. 63], including The Huntsville (Texas) Item. (See story at right.)

Edwin M. Baker, publisher of the Eugene Register-Guard (circulation 65,711), said the paper will go to mornings-only on Sept. 12. The Corvallis Gazette-Times (14,459) will convert to mornings on Oct. 1 and add a Sunday edition the following day, said Publisher Thomas S. Jenks.

Eugene and Corvallis are located 40 miles apart and are the homes of the University of Oregon and Oregon State University, respectively.

Across the country, The Macon News (evening, 16,952) will be combined with the morning Telegraph (54,040) on Sept. 6. The resultant Macon Telegraph and News will be published mornings only. The newspapers, owned by Knight-Ridder Newspapers Inc., already publish joint editions on Saturdays, Sundays and holidays.

The merger of the Macon dailies will be the sixth such consolidation this year [presstime, June 1983, p. 48].

But bucking the trend toward morning papers is The Daily Star of Niles, Mich.

The newspaper, which switched from p.m. to a.m. June 1, 1980, reverted to afternoon publication July 5. Publisher Danny G. Dean said in late August that circulation, which dropped after the 1980 change, was back up to about 5,500. □

Libel awards swelling

The Libel Defense Resource Center reported a "dramatic new upsurge" in libel and privacy awards exceeding $1 million. Since last March, it has counted seven judgments of more than $1 million, compared to nine in 1980-82.

However, LDRC said the media's success in overturning or reducing big-money awards "continues to be excellent." □

Small city gets second daily...

The first issue of the Huntsville (Texas) Morning News was published Aug. 1, making Huntsville, a city of 23,936, the second smallest in the United States with competing daily newspapers.

Gary W. Randazzo

The seven-days-a-week Morning News faces The Huntsville Item, a Harte-Hanks daily that converted to morning publication and added a Saturday edition (making it seven days a week) in July. Item Publisher Fritz W. Wirt said those changes had been contemplated for some time and had nothing to do with the advent of the Morning News.

The publisher of the new daily, Gary W. Randazzo, was publisher of the Item for two years. He said that in April, when he announced he was leaving the Item to return to his native Corpus Christi, several business people and investors approached him about starting a locally owned daily. "We drew up a strategy plan and within three days had enough investors," Randazzo said.

He began working on the project in May and by Aug. 1 had purchased presses, a front-end system and an 11,000-square-foot building. Start-up expenses totaled $2 million, Randazzo reported.

The Morning News has a staff of 35, including 10 editorial employees. The newspaper's press run of 10,000 is delivered free to every household in Walker County, and copies are sold at newsstands for 25 cents weekdays and 75 cents Sundays. Randazzo said that the newspaper will convert gradually to paid subscriptions. By late August, about 2,000 readers had signed up for paid home delivery.

During its first month, the newspaper's content was about 50:50 advertising:editorial, Randazzo said, a ratio he would like to raise to 60:40.

Item publisher Wirt said the Morning News had not affected his paper's advertising or circulation, which he said is about 6,300 daily and 7,300 Sunday.

The smallest U.S. city with competing dailies is Cookeville, Tenn,, population 20,350 [presstime, May 1981, p. 51]. □

Morning News open for business

Huntsville Morning News

25¢

Hospital getting $750,000 scanner

Huntsville construction booms; $6 million in projects in works

$2 million bond election slated August 13 on geriatric center

...but in Kamloops, competition ebbs

Kamloops, British Columbia, is about to become a one-daily-newspaper town once again.

On Sept. 4, The Sentinel of Kamloops, owned by Thomson Newspapers Ltd., will convert from its current status as a paid daily to a thrice-weekly, free newspaper, according to Publisher Clarence J.W. Wiseman.

Two paid dailies have been published in Kamloops since August 1982, when a free nondaily, the Southern Inc.-owned Kamloops News, became a five-days-a-week paid newspaper [presstime, Oct. 1982, p. 63].

Wiseman said Kamloops, a city of 70,000, could not sustain two daily newspapers.

Kamloops was the last Canadian town where the two large newspaper companies, Southam and Thomson, were in direct, daily competition. □

As sales rise, new execs arrive, UPI predicts profits for 1984

United Press International says it expects to post a $3.4-million profit for 1984, a financial performance that would end a nearly two-decades-long period of annual losses.

Although as recently as July UPI lost a half million dollars, UPI spokesman William K. Adler said UPI "conservatively" estimates that monthly losses will be halted by the end of the first quarter or beginning of the second quarter of 1984. But he also said UPI has a more optimistic estimate that, because of possible new revenue-producing projects, the service will hit a monthly break-even point by the end of this year, as earlier predicted [presstime, May 1983, p. 15].

Maxwell McCrohon

Luis G. Nogales

The July deficit was half that of a year earlier, UPI officials noted.

Adler said major reasons for the improvement are savings arising from the transmission of news by satellite and from increased sales.

Acquired in June 1982 by Media News Corp., UPI is saving more than $300,000 per month as a result of satellite delivery, he said, and the figure grows as the number of subscriber dishes increases. The wire service by the end of August was transmitting to about 1,500 receiving dishes, with another 300 scheduled for installation by the middle of this month.

Sales figures "in the last two quarters are by far the best in UPI's history," according to another UPI spokesman, David Wickenden. UPI signed up $11 million in new business in the second quarter of this year—$5.9 million with broadcast entities; $3.7 million, newspapers; and $1.4 million, non-media.

The first quarter saw nearly $8 million in new business.

In other developments, UPI recently made several top-management appointments, including Maxwell McCrohon, who on Aug. 15 became editor in chief. He succeeded H L. Stevenson, named executive vice president/editorial June 28.

McCrohon, 55, formerly vice president/news of the Tribune Co. in Chicago, assumed direct responsibility for the UPI editorial product.

The new editor said in late August he was still examining the news operation and could not yet name specific changes he might make. But he said he plans to build upon recent improvements in regional coverage, in the bureau system and in special "packages" of information offered to subscribers.

Luis G. Nogales, former vice president of Los Angeles-based Fleishman-Hillard Inc., a communications and public relations firm, was named executive vice president for administration. Nogales serves on several corporate boards and previously was on the board of Golden West Broadcasters.

Ronald E. Cohen, UPI Washington news editor since 1973, was named Washington bureau chief, succeeding Grant Dillman, who retired after more than 40 years with the wire service.

In other UPI developments:

- Plans have been completed to move UPI's major news and administrative functions from New York City to Washington, D.C., the end of this month or in early October.
- Edicon, UPI's annual meeting for subscribers, was canceled for this year. Wickenden said officials "weren't prepared to go forward with it" because "there was too much (in the way of other chores) on the plate."
- The UPI European Advisory Board expressed confidence in "UPI's ability to cope with the fast changing needs of its worldwide clientele." UPI President William J. Small told the advisory board that "UPI does not want to diminish its role as an all-purpose news organization. . . . We have no intention of being an all-U.S. service or an all-broadcast service." □

Papers preferred for local news, new survey shows

While 60 percent of Americans rely primarily on television for national and international news, newspapers are the preferred source of local news for half the population.

Those findings emerged from a public opinion survey conducted recently for The Merit Report, sponsored by Philip Morris Inc., manufacturer of Merit cigarettes.

While more respondents overall said they prefer newspapers over other media for local news, television was said to be the major source of local news for residents of large cities. Southerners and those with annual incomes of less than $15,000 listed television and newspapers equally as prime sources of local news.

When asked which medium provides the most accurate and unbiased news, 39 percent said television, 26 percent said newspapers, 14 percent said radio, 11 said magazines and 10 percent had no opinion.

Respondents also were asked to choose which medium they would prefer for news if they could have only one. In response, 44 percent chose television, 36 percent newspapers, 14 percent radio and 5 percent magazines. One percent had no opinion.

A representative sample of 1,207 U.S. adults 18 years and older were interviewed in the May 10-15 telephone survey by Audits and Survey Inc. for The Merit Report. Audits and Survey, an independent research firm, said accuracy is within plus or minus three percentage points. □

Recent acquisitions

Donrey Media Group, Fort Smith, Ark., has acquired The Daily Herald, Columbia, Tenn., circulation 12,604, and the Alamogordo (N.M.) Daily News, circulation 9,083.

Specht Newspapers Inc., Minden, La., has acquired the Minden Press-Herald, daily circulation 4,087.

Smith Newspapers Inc., Fort Payne, Ala., has acquired the Iowegian & Citizen, Centerville, Iowa, daily circulation 4,499. □

Planning underway for labor conference

ANPA labor and personnel specialists from newspapers and from the Association's staff are putting together the program for the Jan. 9-11 Labor and Personnel Relations Conference in Phoenix, Ariz.

Among the subjects to be discussed are cost containment of benefits, health and safety, labor negotiations, union mergers and organizing strategies, sexual harassment in the work place, age discrimination, unemployment compensation trends, employee-assistance programs, Japanese management techniques, recruitment and development of minority-group employees, and multi-employer pension plans.

"These complex issues that form the base for future relationships with our employees require in-depth understanding by top management for various ranges of planning and decision-making," said ANPA Vice President/Human Resources Roy W. Anderson.

For further information contact Anderson at The Newspaper Center, Reston, Va. □

Planning the labor program are (from left) George F. Marshall Jr., Guy Gannett Publishing Co., Portland, Maine; Madelyn P. Jennings, Gannett Co. Inc.; Patricia P. Renfroe and Virginia Tadie, ANPA; Keith Fuller, McClatchy Newspapers Inc.; Charles Ccle, ANPA; and Darrow (Duke) Tully, The Arizona Republic and The Phoenix Gazette.

Edwin L. Heminger (left), chairman of the ANPA Membership Committee and publisher of The Courier in Findlay, Ohio, confers at Association headquarters with new Director/Membership Development Mark Daly [presstime, July 1983, p. 61].

Electronic pioneers

I was intrigued by your "short history" of the VDT on page 32 of the August presstime.

The first editorial front-end system in newspapers may indeed have been in Daytona Beach. And it may indeed have seemed "blue sky" to newspaper editors then to think of reporters writing stories on terminals.

But I'll bet my friends Blanton Kimball and Dave Bowen of the AP did not consider such things "blue sky" and were, in fact, thinking of the day when reporters would be writing on terminals only.

I'd venture to say a good case could be made for Kimball as one of the fathers of newspaper front-end systems. I recall hearing him talk about such things as early as 1969, and I believe he had a Hendrix prototype in 1968 or 1969. . . .

Bob Haring
Executive editor
Tulsa (Okla.) World

People planning

The article in your June issue about building a new plant was very interesting, especially since I have watched the Chicago Tribune build its new plant from the beginning.

However, you left a large hole in your report. No matter how modern, efficient or sensible the plans of management and consultants are, the employees who will one day move into the plant can make or break its success. Planning must also consider their needs.

At the Chicago Tribune Company, we began planning the human side of the move at the same time ground was being broken. We surveyed employee concerns and suggestions and used this information in our plans; for example, shower rooms were better lighted, lockers were expanded, a full-service cafeteria was made a priority, the local bus line services were enhanced. By building into the plant the human services that affect employees' day-to-day quality of work life, we increased the likelihood that they would accept moving to a new work location and learn how to operate new equipment as well as they did the old. . . .

Angela D. Sinickas
Internal communications manager
Chicago Tribune

speeches

James R. Whelan

Richard M. Schmidt Jr.

Norman Manasa

William G. McGowan

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Access to Information.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D. National Press Photographers Association annual meeting, Providence, R.I., July 3.
- **A Change of Seasons and Reasons.** Allen H. Neuharth, chairman and president, Gannett Co. Inc. Ida B. Wells Award presentation ceremony, San Francisco, June 17.
- **The Washington Times: A Media Triumph, A Media Disgrace.** James R. Whelan, editor and publisher, The Washington Times. National Press Club, Washington, D.C., May 17.
- **Doing It Right in the Information Economy.** Roy W. Anderson, ANPA vice president/human resources. International Typographical Union annual convention, San Francisco, Aug. 9.
- **Proposals to Amend the Freedom of Information Act.** Richard M. Schmidt Jr., Cohn & Marks law firm, Washington, D.C. (representing ANPA and ASNE). American Bar Association hearings, Atlanta, July 29.
- **The Information-less Age.** Bruce W. Sanford, Baker & Hostetler law firm, Washington, D.C. Special Libraries Association annual conference, New Orleans, June 7.
- **Was a Life in Journalism and Journalism Education Totally Misspent?** Gordon A. Sabine, professor emeritus, Virginia Polytechnic Institute and State University, Blacksburg, Va. University of Oregon School of Journalism anniversary celebration, Eugene, June 30.
- **Attacking Illiteracy.** Norman Manasa, director, The Washington Education Project. Los Angeles Times luncheon, June 9.
- **The Ads You Save May Be Your Own.** Howard Bell, president, and Dan Jaffe, senior vice president/government relations, American Advertising Federation. AAF convention, Washington, D.C., June 13.
- **The Flowering of the Information Economy.** William G. McGowan, chairman of the board, MCI Communications Corp., Washington, D.C. Commonwealth Club, San Jose, Calif., May 5. (Or see July 15 *Vital Speeches of the Day*, Box 606, Southold, N.Y. 11971.)

ANPA calendar

September

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 7

ANPA Readership and Marketing Committee meeting
Vista Hotel, Washington, D.C., Sept. 12

ANPA Convention Arrangements Committee meeting
The Waldorf-Astoria, New York City, Sept. 12

ANPA Management Development Workshop
Bellevue Stratford Hotel, Philadelphia, Sept. 12-16

ANPA technical committees' meetings
The Newspaper Center, Reston, Va., Sept. 13-15

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, Sept. 21-22

ANPA Training Committee meeting
Southam Inc., Toronto, Sept. 23

ANPA Foundation Newspaper in Education Committee meeting
The Newspaper Center, Reston, Va., Sept. 26-27

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 27-28

October

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Hotel Washington, Washington, D.C., Oct. 3-5

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, Washington, D.C., Oct. 4-6

ANPA Foundation NIE Instructor Training Seminar
Airlie House, Airlie, Va., Oct. 5-8

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Four Seasons Hotel, Vancouver, British Columbia, Oct. 6-7

ANPA Postal Committee meeting
Sheraton-Carlton Hotel, Washington, D.C., Oct. 19-20

ANPA/International Newspaper Promotion Association Promotion Managers Workshop
Holiday Inn Lakeshore, Chicago, Oct. 24-26

ANPA/Newspaper Advertising Bureau Telecommunications Symposium
Amfac Hotel, Dallas/Fort Worth Airport, Oct. 25-27

November

ANPA Foundation Executive Committee meeting
ANPA Washington, D.C., office, Nov. 2

ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting
Pulp and Paper Research Institute of Canada, Pointe Claire, Quebec, Nov. 3-4

ANPA Press/Bar Relations Committee meeting
Gannett Co. Inc., New York City, Nov. 10

ANPA/American Bar Association Task Force meeting
Gannett Co. Inc., New York City, Nov. 11

ANPA Foundation Research About Newspapers Seminar
The Newspaper Center, Reston, Va., Nov. 11-12

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Circulation Managers Workshop
Hotel Continental, Chicago, Nov. 14-16

ANPA Executive Committee meeting
Boca Raton Hotel and Club, Boca Raton, Fla., Nov. 15

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